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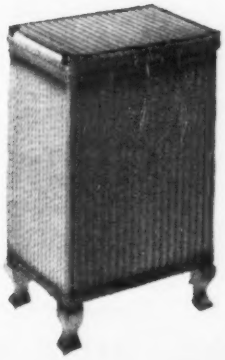

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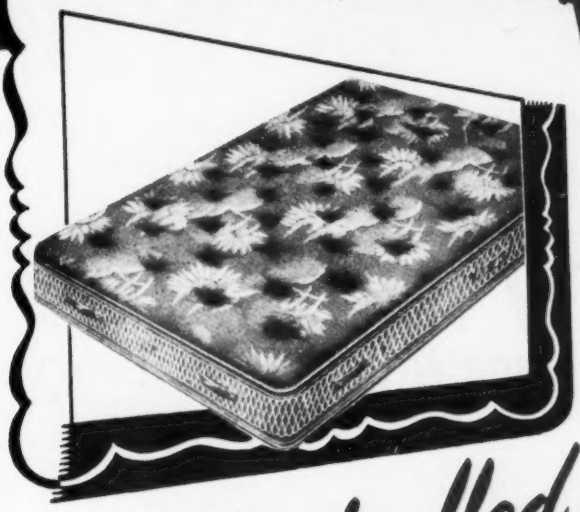

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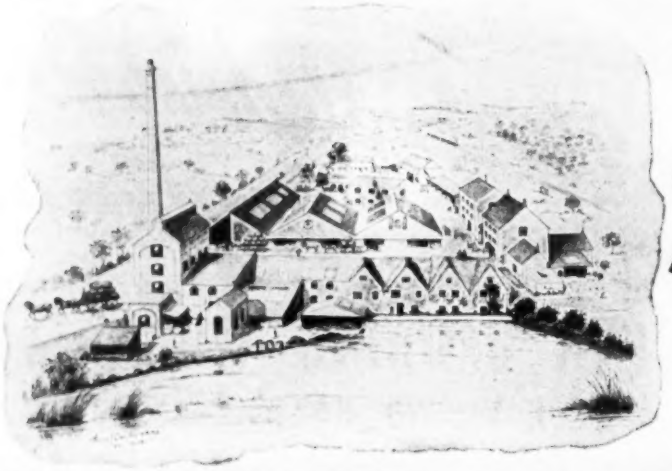

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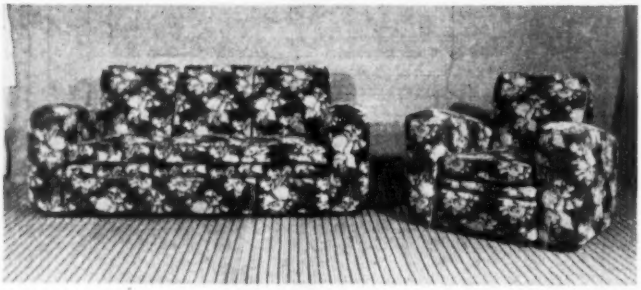

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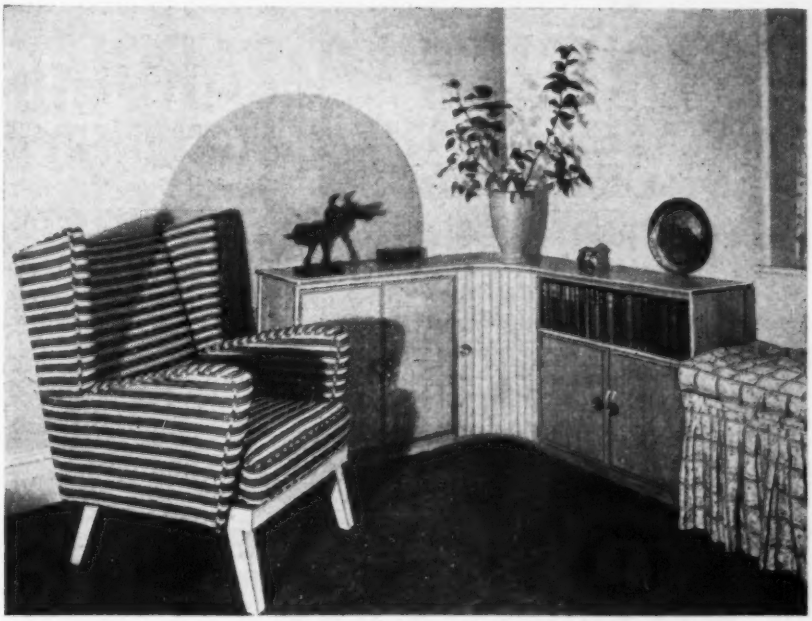

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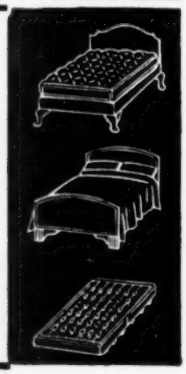

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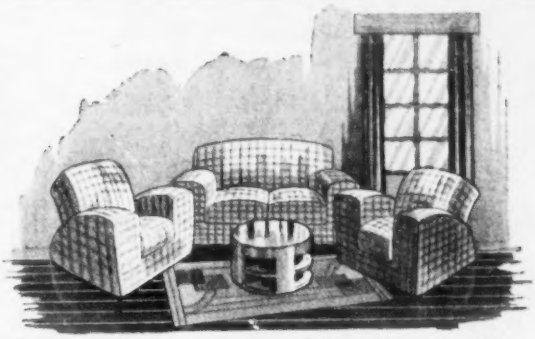

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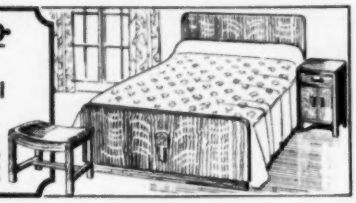

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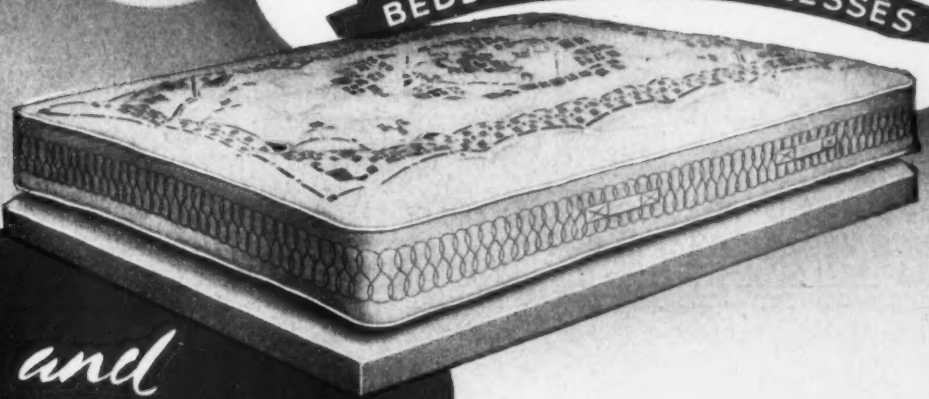

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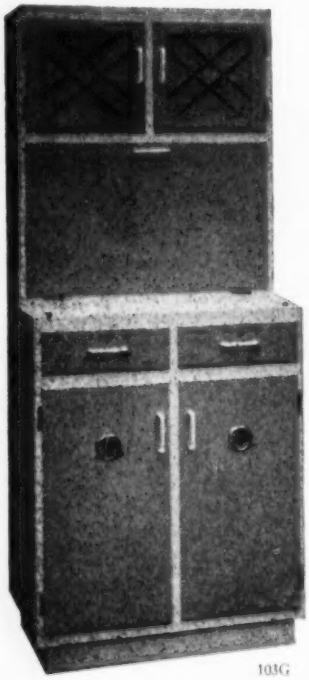

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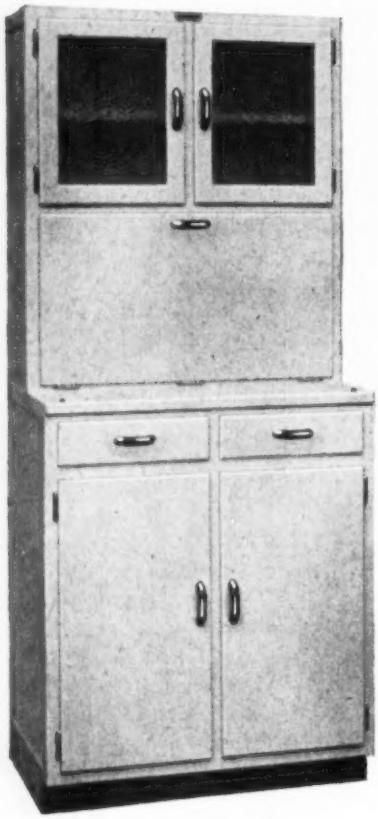

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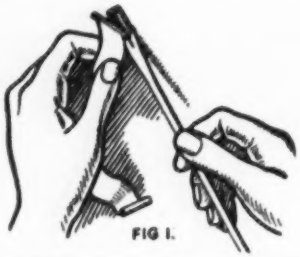

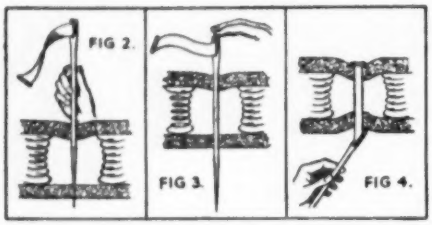

Fig. 1: Insert tuft in needle. Figs. 2 and 3: Push needle through mattress. Fig. 4: Draw needle clear when tuft slips out of needle with a slight twist.

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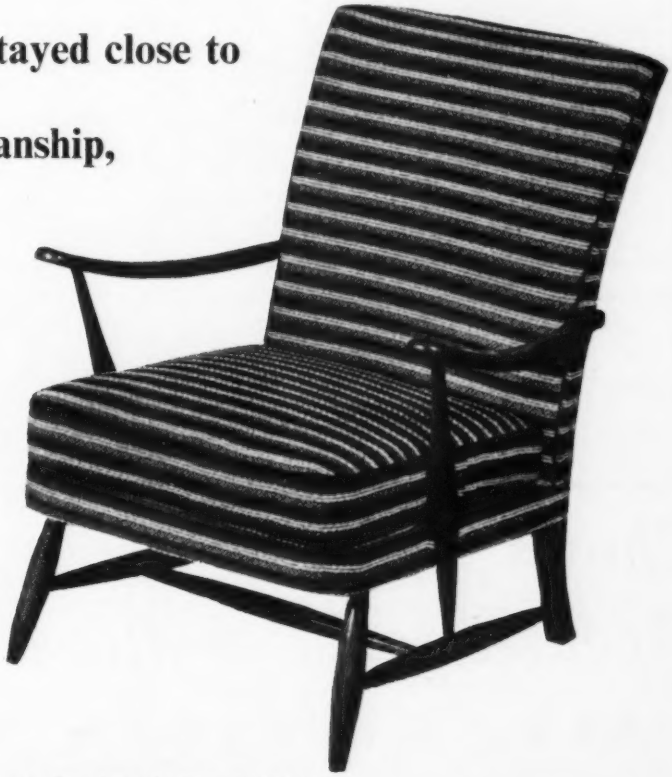

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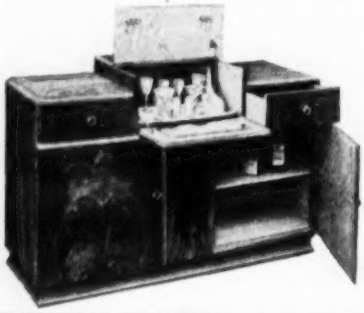

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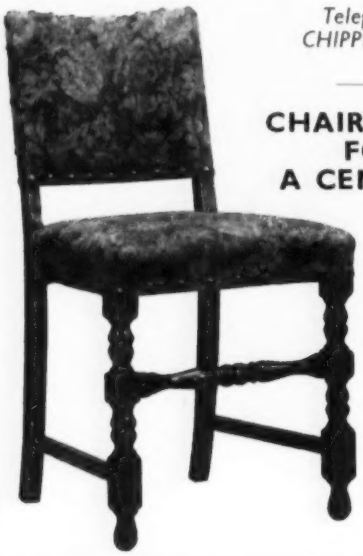

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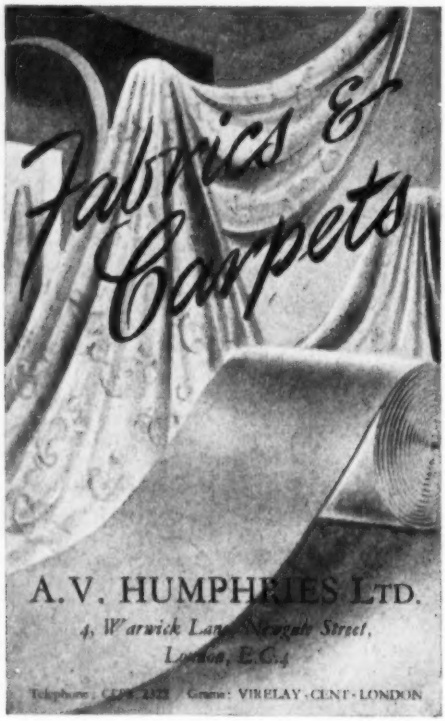

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September 15, 1950

Textile Arbitration Board Will Settle Disputes

Between Maker, Wholesaler, Retailer

THE Arbitration Board which has been set up by the furnishing fabric industry will come into operation on October 1. A report of the founding of this Board appeared in last week's "World."

THE Board has been set up as a result of joint consultations between five bodies representing the various interests in the furnishing fabric industry.

These bodies are:—Furnishing Fabric Manufacturers' Association, Ltd.; The Wholesale Furnishing Textile Association, Ltd.; National Association of Retail Furnishers; Drapers' Chamber of Trade; and Scottish House Furnishers' Federation.

Each of these bodies has nominated members who will sit on the Board when needed. These members are:—

Furnishing Fabric Manufacturers' Association: Mr. L. W. Archer, Mr. Lyle Lee, Mr. G. E. S. Musgrave, Mr. E. A. Rose, Mr. W. Turnbull, Junr., and Mr. E. W. Goodale.

Wholesale Furnishing Textile Association: Mr. C. H. Coates, Mr. C. W. Richardson, Mr. J. R. Stonard, Mr. R. F. Cleary, Mr. B. S Harris, and Mr. I. B. Lyon.

Scottish House Furnishers' Federation: Mr. H. W. Galloway, Mr. R. G. Frost, and a member to take the place of the late Mr. W. W. Howe.

National Association of Retail Furnishers will appoint three members at a future meeting and so will the Drapers' Chamber of Trade.

The secretary of the Board will be Mr. J. B. Ransome.

The Board will adjudicate, if requested by all the parties, in any dispute or difference which cannot otherwise be settled, arising between a manufacturer, wholesaler and retailer or any two of them concerning any contract, or the breach thereof, for the sale and purchase of furnishing fabrics in the United Kingdom.

When Dispute is Notified

When a dispute is notified, there will be appointed through the associations one representative from each of the manufacturers', wholesalers' and retailers' panels to act as arbitrators in that dispute.

The Board's services may only be requested if both or all parties to the dispute are members of one or other of the above associations, or, in the event of one or more parties not being members, if his or their written agreement to submitting the dispute to the Board is secured. The award of the arbitrators, or of any two of them, will be final and binding on all.

Each party will be required to pay a registration fee of one guinea when a dispute is notified. The services of the arbitrators will be given without fee, but any out-of-pocket expenses incurred by them and fees of expert witnesses, if any, called in connection with the Arbitration will be paid by the parties to the dispute or any one or more of them as the arbitrators may direct in their award.

The initial approach by a member wishing to place a dispute before the Board should be made in writing to *the Secretary of his own Association.*

LONDON BUYING OFFICE FOR PHILLIPS

Owing to expanding business, Phillips Furnishing Stores, Ltd., have opened additional offices at 22, South Audley Street, London, W.1 (Tel. Grosvenor 6735-6-7) to which the administrative and buying division have been transferred from Sheffield.

RESIGNATION

It is understood that next week's Council meeting of the British Furniture Trades' Confederation will receive a letter from Sir Herman Lebus in which he will tender his resignation as president of the Confederation. Sir Herman takes this action because pressure of work makes it more and more difficult for him to attend meetings. He still remains Honorary President of the B.F.M.

Wycombe Gets More Orders

"Lively Fillip" to U-Furniture

WITH signs of a brisk improvement in trade after the recession of the last few months, High Wycombe furniture manufacturers are confidently expecting a busy winter's trading.

PRODUCTION of furniture for public contracts, school, shipping, institution and restaurant work, has been well maintained and the marketing of new models in recent weeks has given a lively fillip to the manufacture of domestic utility ranges.

"Orders are coming in better now," one High Wycombe manufacturer told a *Furnishing World* reporter. "In spite of the money shortage the public realise they are getting good value in present high quality furniture. Although the slow housing progress is limiting the sale of furniture for new homes there is a vast and still largely unsatisfied demand for replacement furniture."

New models, particularly in upholstered firesides and suites and dual-purpose furniture, are meeting a keen demand.

Several firms are marketing new "rocker" upholstered fireside easy chairs for which many enquiries have already been made.

Keen interest has also been shown in the new rubber "foam" upholstery filling units in which a number of firms have been experimenting as a likely successor to the traditional fillings.

Individual sales-promotion campaigns are now showing results on a gratifying scale for many manufacturers and there is growing support for the earlier suggestions for a general furniture publicity campaign on a national basis.

July Turnover 20 p.c. Up

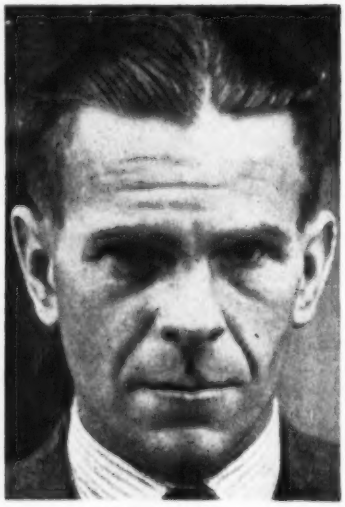
TURNOVER of furniture and furnishings by large-scale retailers in July was 20 per cent higher than in June. Compared with a year earlier, large-scale shops increased their sales by 16 per cent.

Compared with July, 1949, the percentage changes were: furniture and furnishings, +16; furniture and bedding, +14; furnishing fabrics, +20; and floorcoverings, +13.

For the independent trader, the figure for July compares with a year earlier as +7. The percentage change in cumulative sales compared with February-July, 1949, was +10.

Milross (Furnishers), Ltd., have transferred from 10, Silver Street, Wakefield, to 16, Little Westgate, Wakefield.

Extensions for Bayswater Firm



Mr. John Wilmot.

RE-ORGANISATION of their business is now being undertaken by Wilmot & Trussler, upholsterers and cabinetmakers, 89, Moscow Road, Bayswater, W.2, who also plan to acquire additional premises in the near future.

In an interview with a *Furnishing World* reporter, Mr. John Wilmot, principal, stated: "The ever increasing volume of business has made it necessary to re-organise our workshops, and we are extending our cabinetmaking and upholstery departments. Our trade work section is also being enlarged. We hope to acquire additional premises at an early date."

The business, formerly under joint ownership, is now being conducted solely by Mr. Wilmot, who has been in the trade over 20 years. Mr. Trussler severed connection with the company on August 1 last.

The firm's workshops are at 15 and 15a, St. Michael's Street, Paddington, W.2.

U.S. Wants Garden Furniture

THE British Vice-Consulate at Dallas, Texas has reported that Lambert Landscape Inc., of 2204 Cedar Springs, Dallas, are interested in receiving quotations from United Kingdom manufacturers for garden furniture (both wood and metal).

Lambert Landscape Inc. are reputed to be one of the leading landscape gardeners in the South-Western area of the U.S.A. They enjoy an exclusive clientele, and provided the merchandise is unusual and of good value, the price is of secondary importance.

Interested United Kingdom firms in a position to supply are invited to contact the enquirer direct, sending illustrated literature, quotations c.i.f. Gulf port in U.S.A. currency, together with an indication of delivery dates.

In order to enable the British Vice-Consulate to pursue this enquiry, and to be in a position to offer the products to other potential outlets in the Dallas-Fort Worth area, it would be appreciated if firms communicating with the enquirer would send a copy of their letter, together with enclosures, to The British Vice-Consulate, 721, Commercial Building, 1104, Main Street, Dallas, 2, Texas, quoting reference COM. 39/4.

. . . and Carpet Agency

THE British Consulate at Cleveland have reported an enquiry from Mr. Milton Brudno of the Imperial Mercantile Co., 1424, West 9th Street, Cleveland, 13, who is anxious to obtain representation of United Kingdom manufacturers for carpeting, both the three-quarter body and broadloom widths being required.

The Imperial Mercantile Co. are general importers and distributors, and cover the United States, sales being made to wholesalers, department and chain stores.

It is suggested that interested firms should send quotations, quoting c.i.f. dollar prices and samples direct to Mr. Brudno at the above address.

Capital Increased

THE capital of the Cleveland Furnishing Co., Ltd., 34-34a, Sevenways Parade, Gants Hill, Ilford, has been increased from a nominal £100 to £3,000 fully paid. The directors are Mr. S. Jacobs and Mrs. S. Jacobs. The registered offices are at 34, South Molton Street, W.1.

NORTHERN N.A.R.F. CONDEMNS FURNITURE "BRANDING"

And Public Not Wanted at Exhibitions

PROTESTS against the branding of furniture by manufacturers were voiced at a meeting of the Manchester Regional Committee of the N.A.R.F. on Tuesday, September 5, when a resolution was passed declaring:—

"This meeting strongly opposes the branding of furniture by manufacturers, and regards it as an attempt to usurp the legitimate functions of the retailer. While branding represents a way of advertising for manufacturers, it is our considered opinion that such a step will not prove of benefit to the public by prohibiting the production of shoddy furniture."

SEVERAL speakers also lodged protests against the admission of the public to furniture exhibitions.

Mr. S. Latin, president, said the argument that branding would lead to better quality furniture did not impress him a great deal, for in the last analysis price was the governing factor.

"I doubt very much if any housewife wishes to have a name-plate staring at her from every piece of furniture," Mr. T. Gray, of Rochdale, declared. "Name plates are to be put where they can be seen. When you get a sideboard manufactured by so-and-so and a baby chair and other pieces of furniture indicating they are also manufactured by so-and-so, it will not look like a home but more like a factory."

The branding of furniture and the admission of the public to exhibitions represented an attempt to usurp the legitimate functions of the retailer and to detract from his importance, Mr. Latin felt.

If, of course, branding had the effect of producing a better article it would be of benefit to the trade generally, and they could only say "Thank you very much." But he doubted whether such a result would accrue from branding.

The manufacturer should undertake to attend to all complaints, and never to participate in direct communication with the customer.

"If branding is to be compulsory we certainly ought to be against it," Mr. E. Rhind (Manchester), considered.

Mr. F. Gregory (Bolton) believed that a good salesman "will sell what he wants to a certain extent."

Branding, said Mr. Latin, aimed at persuading the customer to buy such and such an article, while the Government angle was that it would prevent shoddy furniture. He did not agree with this latter opinion, because in the last analysis it was the price that mattered.

With regard to the admission of the public to furniture exhibitions, it was his experience that it was difficult enough for members of the trade to get round the various stands.

When Mr. R. Foulkes (Manchester) contended that branded furniture would give rise to more complaints from customers, Mr. Latin commented: "It should be made compulsory for manufacturers to stand by complaints."

Pointing out that retailers were "the playthings of politics" and the least organised of the various sections of the furniture industry, Mr. Latin said he aimed at securing 100 per cent membership in the Manchester region.

Mr. T. Gray was elected vice-president.

(See Viewpoint page 54)

Exhibition Ballot

THE ballot for stands at the next B.F.M. Exhibition, to be held at Earls Court from February 13 to 23, 1951, will take place on October 17 and 18 in the Bishop Partridge Hall, Church House, Westminster, S.W.1.

Those who have applied for space will shortly receive from the organising managers full details of the times at which the various groups will be taken and of the rules for the ballot.

5 New Shops for Soft Furnishings

Mr. M. W. Hall.

("World" Exclusive)

A NEW modern-fronted soft furnishings business has been opened at 58, Church Street, Marylebone, N.W.8, under the style of "Linda."

Speaking to a *Furnishing World* reporter, Mr. M. W. Hall, principal of the new concern, said: "This new venture is the first of a chain of five similar shops planned for opening in the near future. It is a little early yet to give definite information concerning the other premises, but each shop will carry on business under a different name. I have five children and their Christian names will be used in turn as each branch is established."

Mr. Hall is at present conducting the buying at the Church Street shop.

Mrs. A. H. Lee has been appointed manageress.

N.U.F.T.O. Head Office Moves

ON Monday, September 18, the Head Office of the National Union of Furniture Trade Operatives will move to "Fairfields," Roe Green (entrance in Fairfields Crescent), Kingsbury, London, N.W.9. Telephone: Colindale 3577-8-9 (3 lines). Telegrams: Nufto, Hyde, London.

Lace Curtain Chief Dies, aged 72

WE regret to report the death of Alderman Richard Ashworth, head of the firm of R. E. Ashworth & Co., Ltd., the Nottingham lace curtain manufacturers.

Alderman Ashworth, who was 72, was a native of Rochdale and was the son of a solicitor, but he preferred the business world and after experience in Manchester and London, he started on his own account in the lace curtain business. (See "Personally Speaking," page 55.)

Bentwoods for S. Wales

The South Wales agency for Thonet Bros., Ltd., the bentwood furniture manufacturers of 48, Great Eastern Street, London, E.C.2, has been taken over by H. & R. Davis (Cardiff), Ltd., Stanley St., Cardiff.

Furnishing Design Policy

Makers' Panel Discusses 7 Factors

THE Industrial Art Committee of the Federation of British Industries, jointly with the Council of Industrial Design, held the fifth of a series of discussion meetings on "Design Policy for Industry" at 21, Tothill Street, S.W.1, on Tuesday.

The speakers at the discussion were all manufacturers and they answered and discussed questions which were put to them. The questions were known before the meeting. The chairman was Mr. John Gloag, Hon. A.R.I.B.A., and the members of the group were:—

Mr. E. W. Goodale, C.B.E., M.C. (director of Warner & Sons, Ltd.).

Mr. D. Gomme (director of E. Gomme, Ltd.).

Mr. R. A. Maclean (chairman of A. F. Stoddard & Co., Ltd.).

Mr. R. D. Best (chairman and managing director of Best & Lloyd, Ltd.).

Questions considered were:—

1. To what extent is design policy a function of high level management in your business?

2. Is your design policy co-ordinated with your sales and advertising policy and if so, how and by whom?

3. Does your Design Department have the same status as your Technical Research, Market Research and Advertising Department, or, in the case of the smaller firms, is the question of design given equal emphasis to those of technical research, market research and advertising?

4. To what extent do you conduct consumer research not only into preferences but into needs before launching new designs?

5. Do you set aside any proportion of your revenue for design development and experiments?

6. To what extent is your design policy governed by the taste of the wholesale and retail buyer?

7. To what extent do you concert your design policy with that of complementary industries, e.g., do you as a carpet or textile manufacturer work out design in callaboration with furniture manufacturers and other suppliers of furnishings for the home? (Full report next week.)

Winner of Gilbert Rogers Design Prize

WINNER of the Gilbert Rogers prize (five guineas) for the student of the Liverpool College of Art submitting the best furniture design is 19-year-old Stephen Scott, a full-time student. His design was of a bedroom suite in mahogany and sycamore.

Fifteen designs were judged by the committee of the Merseyside and District Furniture Manufacturers' Association and the general standard was considered to be so good that it was decided to award a prize to the runner-up.

This was won by Donald J. McPherson (aged 23 years), a part-time student in the employ of Decorators (Liverpool) Ltd., who submitted a design for a writing table with removable book rack.

All the members of the Association will be invited to attend the presentation of the prizes at the College of Art, where the designs will be exhibited. They will be invited to make offers for any design in which they are interested and the money will go to the individual students responsible for the particular drawings that are sold.

The chief award is presented to commemorate the work of Mr. Gilbert Rogers.

Radio to Blend With Furniture

A VISIT to the Radio Show at Castle Bromwich, Birmingham, brought to the fore one aspect to be considered after all the technical talk is over—What are the sets like to live with and how do they agree with the furnishing schemes?

There is one firm that has made a special study of the problems and has issued a series of furnishing plans to suit their particular receivers.

Legislation for Rag Flock

MANCHESTER Health Committee has made representations to the Minister of Health concerning the introduction of legislation which would give effect to the recommendations of the Interdepartmental Committee on the Rag Flock Acts.

The Minister has replied that he has made a note of the Council's resolution.

New Secretary for Liverpool F.T.B.A.

LIVERPOOL Area F.T.B.A. committee, at the September meeting, decided to hold the annual general meeting on a Tuesday before the end of the month.

It was stated that Mr. W. R. McNab and Mr. E. G. Thew would be relinquishing their positions as chairman and hon. treasurer respectively.

The meeting agreed to submit the following nominations to the A.G.M.:—Chairman, Mr. A. B. Mather; vice-chairman, Mr. H. D. Boutcher; hon. treasurer, Mr. D. Gilbert.

Concerning the office of secretary, Mr. Guy Rogers reported that the Liverpool Chamber of Commerce had agreed to allow Mr. J. Caldwell Jones (secretary of the Merseyside and District Furniture Manufacturers' Association) to act as secretary of the Liverpool Area F.T.B.A. The committee agreed that Mr. Caldwell Jones should take over this position. Mr. H. D. Boutcher said that the play for the theatre show next year would be "The Cure for Love."

Mr. M. Lemon, of the Times Furnishing Co., sent a letter of resignation from the committee. In view of Mr. Lemon's work for the F.T.B.A., it was decided to ask him to reconsider his decision.

Course on Wool

A COURSE on wool for managers, buyers, staff trainers, supervisors and sales staff in stores, shops and the distributive trades generally, will be held in the mornings and afternoons from Monday, September 25 to Friday, September 29, at the British Colour Council, 13, Portman Square, London, W.1.

The course is designed to increase the knowledge of all concerned with the buying and selling of wool textiles and will include up-to-date information concerning wool selling points, and the fitness for purpose and after-sales care of materials sold.

Lectures, illustrated by filmstrips, technicolor sound films and other visual aids, will deal with the qualities, characteristics and uses of the main types of wool; the manufacture of fancy yarns and of woollen, worsted, knitted, felt and pile fabrics; and the design, construction, identification and quality judgment of wool cloth.

Applications to attend this course should be sent to the Director of Education, International Wool Secretariat, Dorland House, Regent Street, W.1. A fee of £1 1s is payable by all those who wish to attend.

Give Rebate of Purchase Tax, Urges N.C.T.

PURCHASE Tax is the subject of a resolution which will be put to the annual conference of the National Chamber of Trade which will be held at Skegness from September 23 to 27.

The wording of the resolution is:

"(a) This Chamber records its intense disappointment that His Majesty's Government failed to include in the Finance Bill 1950 a Clause to make provision for a rebate of Purchase Tax in respect of tax-paid stocks at times when reductions in rates or abolition of the Tax take place.

"(b) In view of the measure of approval by a large number of Members of Parliament for such rebate, the Chancellor of the Exchequer is again urged forthwith to take the necessary legislative steps for such rebate."

A resolution dealing with discount trading will also be put to the conference. It reads:

"This Chamber again records its strong condemnation of the activities of certain organisations purporting to represent a particular section of the community, in an attempt to secure for their members preferential discounts from traders and calls upon each of the National Allied Societies and every affiliated Chamber to do all in its power to discourage retail traders from participating in these or any similar schemes which seek to impose trading terms upon retailers."

Hendon Upholsterers to Extend

A SCHEME to acquire additional premises is now under consideration by Rolls Upholstery, Ltd., 40, Allington Road and 47, Church Road, Hendon, N.W.4.

Revealing this news to a *Furnishing World* reporter, Mr. K. Davison, director, said: "Negotiations are already proceeding for the occupation of further premises in this district. We find it essential to carry out this expansion scheme as quickly as possible, owing to the volume of business now being handled."

Dyer & Turner, Ltd.

We are asked to state that the address of Dyer & Turner, Ltd., furnishers, is 6, England's Lane, Hampstead, N.W. They are not at the address given in last week's issue under the heading "Increase of Capital."

South Wales Furniture Group Holds Sales Convention

Representatives of the South Wales companies of the A.V.P. Group at their recent convention in Cardiff. In the picture are: C. Lawrence, S. J. Kahn, L. A. Sampson (general sales manager), Lt.-Col. C. R. Jackman, J. Jackson, A. Johnson, W. Bendix.

THE annual sales convention of the South Wales companies of the A.V.P. Group of furniture manufacturers, comprising Welsh Furniture Industries, South Wales Metalcraft, Amatacraft, Durabestos and P. Bendell, was held recently at the Royal Hotel, Cardiff.

This two-day convention has come to be regarded with the closest interest by all sections of the trade. Besides being a business event, the convention is, a social occasion too, when representatives of the A.V.P. South Wales companies from all corners of the United Kingdom can meet once again.

Mr. L. A. Sampson, general sales manager, who gave the opening address, said:—

"As manufacturers we gladly acknowledge and accept our responsibilities towards our retailers and readily give them all the assistance within our power. We realise that although we would not wish to decide the manner in which a retailer may choose to trade, nevertheless where cases of unfair trading are brought to our notice, we will at all times take steps to ensure that our companies are not made party to it.

"Evidence of the acknowledged integrity of our policy is shown in the unfailing support we receive from our retail friends. That support has enabled all our factories to maintain full production throughout the year and I am able to inform you that the current order position is a very strong and healthy one.

"To you, the sales representatives, must go a considerable share of the praise, but I know that you will not begrudge a full share of credit to your colleagues on the production side."

Mr. Harold H. Poster, managing director of A.V.P., added his own congratulations and thanks to those already expressed by Mr. Sampson.

Aspects of sales policy, publicity, displays, dealer aids, and other vital matters were all constructively discussed, along with a close examination of new items to be marketed during the coming months. These included the new "Presto" multi-purpose dining lounge table.

So full an agenda was presented by each of the five factories concerned that many matters had to be left over until the following day.

The next morning was occupied by visits to all five works, where some useful informal talking went on with their general managers.

After lunch at the Royal Hotel, the previous day's discussions were resumed.

New Mirror Catalogue

A CATALOGUE of their latest designs in decorated mirrors has been produced by Charles Hufton & Sons, Ltd., Conybere Works, Birmingham, 12.

The catalogue is fully illustrated with pictures of decorative and Venetian mirrors and gives full particulars of each design. It may be obtained from the firm on request.

New Scottish Spring Factory

PRECISION SPRINGS, LTD., of Hillington, Glasgow, makers of upholstery and bedding spring units, have now moved into their new factory at Montrose Avenue, Hillington. This gives them a 10,000 sq. feet area.

It is hoped to develop a fuller range of output when the plant has been fully run in.

Viewpoint

IT is very surprising that, after all that has been said and written on the subject, there should still be confusion between *branding* and *marking* of furniture, even among those who are high in the counsels of the trade.

In a letter from the President of the Scottish House Furnishers' Association, published on this page, the word branding is used throughout and, in our opinion, quite wrong results of the call for compulsory *marking* of furniture are deduced.

★★ In this instance, we are not concerning ourselves with the merits or demerits of the case. We are merely anxious that there should be no confusion in the minds of retailers about what is intended.

The marking of furniture with the manufacturer's name is merely an attempt to prevent any influx of shoddy merchandise. Whether it will be successful remains to be seen—but the fact is that this is totally different from branding. Let us point out again that branding consists, briefly, of inventing a branded name like Oxo or Bovril and then popularising that name with the public by large-scale national publicity, in order to force sales in the shops.

Quite obviously no Government would have the power to order compulsory *branding* of furniture or any other merchandise. If that were, in fact, done, then the retailer might become, as MR. CHALMERS BROWN says, "mass distributors of branded goods."

Marking is a very different matter. It entails no invention of a branded name; it entails no advertising to the public in order to force sales of the goods through retail channels. It leaves the distributor completely free to buy just whatever furniture he likes, furniture that he believes is suited to his class of trade and on which he is content to stake his own reputation as a real home furnisher.

★★ The confusion created by MR. CHALMERS BROWN'S letter is even stronger when he says "The Development Council has been rushed into this, supported by some manufacturers who are already large advertisers, and encouraged by some of the trade Press, who hope that many more will soon be."

If many more manufacturers became advertisers of branded goods, that is, necessarily, advertisers in the national Press and on the hoardings, how would the trade Press benefit?

Compulsory *marking* of furniture will have no effect either way on the trade Press, for already these newspapers are used by the large majority of manufacturers to tell retailers of the merits of their goods.

For ourselves, we cannot see that compulsory *marking* will steal any of the functions of those retailers who, to quote the Scottish Retailers' President, are "offering to the public individual service and selection, supported by their own good name." They will continue to refuse to stock any furniture, whether it is signed John Brown & Co., or Nonesuch, Ltd., unless they are convinced that it is the furniture they want for their customers.

Readers' Viewpoint

Chalmers Brown Attacks Branding

The Editor,
"Furnishing World."

SIR,—The proposed order for the compulsory branding of furniture must now furnish to members of the Retail Associations additional proof that the Furniture Development Council has very little sympathy with the retailers' point of view.

I suppose the pros and cons of this order must have been discussed by the Council and it would be interesting to know if the only retail representative was present, and if he was, whether he had the opportunity of putting forward the retail case. We have already been told that our representation was only agreed to in case any problem concerned with distribution cropped up. Mark well the word "distribution," for on this everything turns.

The National Association of Retail Furnishers, and the Scottish House Furnishers' Federation, stand together in being wholeheartedly against compulsory branding. They believe that it will discourage the genuine furnishing houses from staking their own reputations on the goods they sell, and they believe this to be of first importance for the good of the trade as a whole, maintaining, as it does, that goodwill so essential to successful selling.

The Development Council has rushed into this, supported by some manufacturers who are already large advertisers, and encouraged by some of the trade Press, who hope that many more will soon be. Dark clouds are again on the horizon and the retailers, who are doing their best just now, are not the mass distributors of branded goods, but those who are offering to the public individual service and selection, supported by their own good name. Before long those who have clamoured loudest to have this order forced on the trade may well be asking for it to be rescinded.

Yours, etc.,
JAMES CHALMERS BROWN,
President,
Scottish House Furnishers' Federation.

(See Viewpoint)

Set of a Circular Saw Blade

The Editor,
"Furnishing World."

SIR,—With reference to your recent article on "Revolutionary design in Circular Saw Blades," a certain amount of technical data is given in this very interesting article, but a very important point is omitted, namely, the type of "set" which is used in conjunction with this saw. There is the popular Spring Set, in which case it would appear necessary to set the whole of the blade on the cut portion, or alternatively it is possible that Swage Set may be used.

Yours, etc.,
H. LINLEY.

[*The experiments which have been carried out in America on this new German circular saw blade have shown that swage setting gives the maximum of safety. The reactions obtained from the spring-set blade during certain tests were rather more violent, but, it is claimed, not dangerously so.*—EDITOR.]

personally speaking...

NEWS OF MEN YOU KNOW

I WAS interested to hear this week that **Mrs. P. S. Head**, a director of P. S. Head, Ltd., furnishers, of Market Hill, Sudbury, Suffolk, is a well-known county bowls player. She came to Wimbledon recently to take part in the E.B.A. National Triples Championship.

☆ ☆

A NOTE from the Railway Executive tells me that with the concurrence of the British Transport Commission, **J. W. Terry**, Assistant Stores Superintendent, Southern Region, who has been Acting Stores Superintendent since January 1, has been appointed Stores Superintendent, Southern Region.

☆ ☆

ON a short business trip to Britain is **Jack Richards**, the representative for Carpet Trades, Ltd., in Sydney, Australia. Mr. Richards has had many years' experience in the Australian carpet trade, and is considered an expert on ideas and trends of designs for the Australian market. It is the first time that Mr. Richards has visited England, and he has been greatly impressed with what he has seen. He is at present spending a week's holiday in Scotland, and will return to Kidderminster for a short while before flying back to Australia.

Jack Richards.

AFTER spending the whole of her working life in the furnishing business in Bedford, **Miss Louise Harley**, of 59, Winifred Road, Bedford, will be retiring at the end of September. She started her career with James Turner & Sons (Bedford), Ltd., furnishers, of Lime Street, Bedford.. Then for more than 23 years she was engaged in the furnishing department of Wells of Bedford, Ltd., High Street. For a time she was also with E. P. Rose & Son, Ltd., Bedford, and three years ago she returned to James Turner & Sons (Bedford), Ltd.

☆ ☆

ON September 30, **Douglas Edwards**, son of **Mr. and Mrs. B. Edwards**, of Edwards (Cov.), Ltd., the furnishers of 3, Spon Street, Coventry, will marry Vera, daughter of Mr. and Mrs. T. Rond, Hathershaw, Oldham. Mr. Edwards is a grandson of the late **T. Edwards** of Ebbw Vale. The address of the newly married couple will be 458, Tile Hill Lane, Coventry. On behalf of the trade I send them best wishes for their future happiness.

☆ ☆

ON another page in this issue is reported the death of **Alderman Richard Ernest Ashworth**, head of R. E. Ashworth & Co., Ltd., the Nottingham lace curtain manufacturers. Mr. Ashworth was greatly interested in sport and, among other interests, when chairman of the Nottingham Corporation Baths Committee he created a great deal of interest in swimming and took a leading part in the arrangements for **Tom Blower**, a Nottingham man, who swam the English Channel both ways and later the Irish Channel.

☆ ☆

NEW manager of the nursery furnishings and perambulators department of Peter Jones is **Mrs. A. E. Hughes**. Former manager was **Miss I. Botterell** who is now assistant to Mrs. Hughes.

☆ ☆

MANY of my readers will know **Sydney Lister**, Scottish Regional officer for the Timber Development Association. A note from Mr. Lister this week tells me that he has left the T.D.A. to take up an appointment as a director of Thomas White & Sons, Ltd., the Paisley woodworking engineers.

A Smile with Betts

"Awfully sorry, dear! I've been demonstrating wall-beds at the shop all day."

I HEAR that, among the official guests at the opening lunch of the Brighter Homes Exhibition in Leeds this week, were **G. Brooke Skilbeck**, secretary of the Northern Furniture Manufacturers Association and Mrs. Skilbeck.

☆ ☆

ON Thursday, **Wilton Lander**, Australian representative of Brintons, Ltd., the Kidderminster carpet manufacturers, returned to Australia after a visit to this country. Mr. Lander is a principal of G. H. Lander & Sons, of Sydney, Melbourne (where he has his own headquarters), Wellington and Auckland. He has represented Brintons in the larger Dominion for the last twenty years.

☆ ☆

I HEAR that **A. I. Bamford**, formerly of Kidderminster, has been admitted as a partner in the firm of Hughes and North, Halton House, 20-23, Holborn, London, E.C.1, London agents of two Kidderminster carpet firms (Morris & Co., Ltd. and Frank Stone Ltd.) and The Seamless Axminster Co., Ltd., of Bolton.

Nomad

Scatchards Buy Rights of Danish Fabrics

Exhibition Held in London

AN INTERESTING display of modern Danish designs in furnishing fabrics was shown by Scatchards Fabrics, Ltd. (a subsidiary of Gray's Carpets and Textiles, Ltd.) at their London showrooms on Monday, when they introduced a range of the exclusive Grautex fabrics made by Graucob Textiles of Denmark.

Scatchards have acquired the sole selling rights of these textiles in the Commonwealth and various other markets. Their intention is first to offer the actual products of the Graucob Textile factory, and later, to make Grautex fabrics themselves under licence.

The selling of the Danish Grautex fabrics is an interim measure until Scatchards' factories in Northern Ireland can produce the designs. Difficulties in Britain in securing skilled labour, raw materials and so on, together with the various controls have forced them temporarily to import for re-export and home market use. They will, however, be producing similar goods in the U.K. as soon as possible.

The fabrics displayed were prints on linens, cotton sateen and rayon mixtures. They were in traditional Danish style and colour and each design had a clearly defined motif. Many of the best Danish designers had been employed, among them Mr. Arne Jacobsen, a leading architect and designer of interiors and materials whose work has been exhibited in many museums and private exhibitions.

Spring Interiors Now Made in Glass Town

ONE of the most progressive of the industrial enterprises which flourish in the St. Helens area of South-West Lancashire, is that of Crosby Spring Interiors Ltd., manufacturers of spring seating for the furnishing and motor car trades.

Their factory premises cover an area of 27,200 sq. ft. and provide employment for 400 persons.

Production was begun in 1946 on a small scale and rapidly expanded. The company moved to its present works early in 1948 and since then has extended the premises and installed further machinery, the latest addition being a stove enamelling plant which, it is claimed, avoids any risk of deterioration of the company's products, even when stored by the customer under adverse conditions.

The company has a considerable motor trade business, the majority of this production playing its part in the export drive and in addition to furniture units of all types, produces mattresses, cinema seating, and so on, on a large scale.

The expanding output is despatched by road and rail, the company itself now running six large Bedford vans, each with a capacity of some 14,000 cubic feet.

The managing directors of this progressive company are Mr. W. S. Clayton (production), and Mr. E. E. Pitman (sales). The other directors are Messrs. J. G. Crosby, E. A. Crosby (to whose enterprise, the company owes its existence), and Mr. I. H. Campbell.

Crawley and District Co-operative Society, Ltd., High Street, Crawley, Sussex, have taken over additional premises to extend their furnishing department.

"World" Enquiry Bureau

Some Enquiries Answered

6603.—Drop-leaf oak table, 3 ft. 6 in. x 5 ft. when fully opened.
6604.—Dining table and ironing table combined.
6605.—Address of Mellors Monro & Co., Ltd.
6606.—Oak dining room set, to retail at £80 to £100.
6607.—Circular saw blade.
6608.—Address of Ramm, Son & Crocker.
6609.—"Modern Age" kitchen cabinet.
6610.—Folding tables.
6611.—Whitewood chairs.
6612.—"Cinderella" rugs.
6613.—Occasional table containing cocktail cabinet and bookcase.
6614.—"Silver Cross" prams.
6615.—"Dunkley" prams.
6616.—Three enquiries for Ega Electric Co., Ltd.
6617.—Address of Phenoglaze, Ltd.
6618.—"Warerite" laminated plastics.
6619.—"Formica" plastics.
*6620.—"Val-tray."
6621.—Modern canopy oak dining set.
6622.—Liability for lyctus-infested furniture.

*Means unanswered. Can any reader help?

Death of James Wilson

White, Wilson's Founder

MR. JAMES WILSON, Kirkheaton, St. Michael's Road, Llandaff, Cardiff, who has died in a Gloucester hospital, aged 78, was founder and chairman of White, Wilson & Co., furniture manufacturers, Grangetown, Cardiff. A Yorkshireman, he had lived in Cardiff for the past 50 years.

He was a Freemason and past provincial officer of the Royal Commercial Lodge, Cardiff, a member of Cardiff Rotary Club and Cardiff Chamber of Commerce, past president of the South Wales Yorkshire Society, past president of the West of England and South Wales Furniture Manufacturers' Association, Furnishing Trades' Benevolent Association, and for many years a member of Cardiff Athletic Club.

He is survived by his wife and two sons.

Scots Firm on Short Time

A PROMINENT Scottish furniture manufacturing firm has recently placed some of the factory workers on short time.

In reply to a question from a *World* reporter the factory manager denied that this move had anything to do with the current recess in business.

It was, he explained, a purely internal arrangement. Work had not been moving smoothly enough through the factory and some reorganisation was necessary. While this was taking place the workers were put on short time—"a purely temporary arrangement."

"Business has been very good with us lately," the factory manager added, "but I do not know when we shall be in a position to return the employees now on short time to full time. Only one department is affected."

Co-op Fined £6 for Overcharge

COLWYN BAY and District Co-operative Society were fined a total of £6 plus £6 6s. costs recently for offering carpets at over the maximum prices.

It was stated that the total overcharge on four carpets was £1 18s. 8d. and in the case of stair carpet the overcharges were 11d. and 6d. per yard respectively. A Board of Trade inspector admitted that six other carpets were underpriced to the amount of £4 15s.

Govt. Has Given Wholesalers a "Raw Deal" says Scottish Spokesman

No Provision in Price Structure

SCOTTISH furniture wholesalers feel that they have been "given a raw deal" by the Government. Mr. George Cowan, secretary of the Scottish Wholesale Furniture Traders' Association, says the trouble arises over the inclusion of the phrase "price paid or agreed to be paid by the first purchaser" in Statutory Instrument 1949, No. 1706.

"THE effect of this statement," Mr. Cowan told a *World* reporter, "is this: if a manufacturer's own distributive organisation isn't equal to the task he may prefer to have the distribution taken care of by a wholesaler.

"Out of what he saves by not employing his own transport, and so on, the manufacturer can sell to the wholesaler at a lower price. The wholesaler, in turn, sells to the retailer at the price the retailer would have to have paid if he had dealt directly with the manufacturer.

"But the retailer has to base his percentage increase on what the wholesaler paid the manufacturer; that is in accordance with the Statutory Instrument.

"It means, however, that the resulting retail price is less than if the retailer had dealt directly with the factory, which means the wholesaler is cutting in on the retailer's profits.

"For the past seven or eight years the Federation of Wholesale Furniture Traders' Associations has been pressing for some means whereby the wholesaler could be permitted to function in appropriate cases, to be paid for functioning, without cutting in to the retailers' profits.

"What we want is that, in cases where a manufacturer makes use of a wholesaler, the wholesaler should be permitted to retain the discount he receives from the manufacturer but without prejudicing the retailer and without increasing the price to the public.

"We take this attitude since we appreciate that by far the great majority of transactions in the furniture trade do not call for a wholesaler; nevertheless there are very many small retailers throughout Scotland who cannot buy in bulk and who look to the wholesaler.

"In the same way there are many small manufacturers who are unable to finance a steady flow of production without the 'buffer' intervention of the wholesaler. These small manufacturers cannot afford to maintain a distributive organisation and clearly have need of the wholesaler's services.

"I may say that during the whole of our struggle we have had the active support of the Working Masters' Association.

"At one stage of the discussions which took place with the Board of Trade it was suggested that a prior measure of agreement within the trade itself would be necessary before the B.o.T. would consider any change in the legislation. Consequently the matter was raised with the British Furniture Trade Confederation, of which we are a constituent member.

Fear of Action by Large Retail Interests?

"Unfortunately, it seemed that the other two constituents—the British Furniture Manufacturers' Federation and, at that time, the Federation of Retail Furniture Traders' Associations—were represented on the committee investigating the matter by members who were unsympathetic to our case.

"It was probably that they feared the formation of wholesaler companies by large retail interests to take advantage of any statutory margin for wholesalers.

"Because of this we have consistently endeavoured to stress permissive nature of the discount asked for, and to point out that it should be relatively simple to provide safeguards against abuse in the way feared. In spite of this, however, the Confederation as such could not agree to support our approach to the B.o.T. This, however, did leave us free to approach the B.o.T. direct.

"At the last meeting held in London we were given a very sympathetic hearing and we did think we had made it quite clear how little we are asking.

"But now we have been informed that the Parliamentary Secretary's Committee on Prices has decided that 'it is not in the public interest at the present time' to make any change in the existing position.

"I think it should be stressed that wholesale trading in furniture is not new. We admit that we have never been a substantial proportion of the trade—there are approximately 145 wholesalers in Scotland and England—but we did exist, continue to exist, and, if the Board of Trade will let us, intend to continue to exist.

"Some of the wholesaler's functions are to solve the distribution problem of the small manufacturer, saving him the necessity of carrying a distributive organisation and saving him from carrying stocks he could not finance.

"It is true to say that in many cases the large manufacturer was eager to sell to the wholesaler be-

(continued over page)

Distinctive new frontage of Shaw Furniture, 5, Uxbridge Road, Shepherd's Bush, W.12. ("World" picture.)

20,000-ton Liner Is Refurnished

The first-class smoking room in "Scythia."

COMPLETELY refurnished and reconditioned, the 20,000 ton Cunard liner "Scythia" is now back in the London-Havre-Quebec service.

Outstanding among the new features is a kinema with seating space for 150 persons. The chairs have steel frames and can be moved to fit in with any seating plan. The chairs are upholstered in red leather type cloth.

Adam style decoration distinguishes the splendid first class lounge where upholstery in fawn, red and blue with matching carpet and yellow curtains patterned with a floral design give an air of restful comfort. The first class restaurant in Italian Renaissance style has seating for 265 passengers at small tables. Chairs are in polished mahogany with fabric of delphinium blue; curtains are in yellow, red and blue and the floor is covered with ruboleum in a pattern of different shades of marble. In the tourist restaurant, the furniture is of natural sycamore with upholstery in a floral-patterned plasticised fabric.

Leather cloth upholstery of blue, brown, fawn and white contrasts pleasantly with multi-veneered panels in the decorative treatment of the tourist smoking room. A remarkable feature of this apartment is the unusual veneer used for the wall panelling. Laminated blocks, measuring about 2 ft. square and 8 ins. thick, and consisting of 240 sheets of veneer, were sawn through diagonally to obtain this veneer of unusual pattern. Veneers used were :— sycamore, avodire, African mahogany, Macassar ebony, French walnut and Australian walnut.

Coloured furniture of cane and plastic and wall coverings of woven plastic are features of a verandah cafe. The tourist staterooms have furniture of light mahogany, blue upholstery and blue carpets.

Value of Wholesaler to Small Retailer

(from previous page)

cause it meant his products reaching a wider market. The wholesaler was able to offer to the retailer—particularly the small retailer—a range which would not have been available if he had approached the manufacturer directly.

"The small man could also buy in lots proportionate to his needs; lots too small to be of interest to the manufacturer.

"He maintained a showroom available to his retail customers where he assembled the best products of selected makers, some of whom might be unknown to the retailer. Having supplied goods the wholesaler would repair them at his own expense, if necessary, should something go wrong with them, and a large body of retail trade represented by credit traders was carried on almost entirely through the wholesalers.

"I might mention that the Board of Trade saw fit to make use of the wholesaler in connection with the distribution of imported furniture through the Import Emergency Association, and the Working Party on Furniture recognised the functions of the wholesaler to the furniture trade. This is the only trade where the wholesaler is entirely ignored in Price Orders.

"In 1942 a Price Order was introduced with (general) (non-Utility) Furniture (S.R. & O. 1942, No. 2402). By this order the wholesaler was permitted a margin of 16⅔ per cent, but the effect of this by reason of P.T. was to make the ultimate selling price greater where a wholesaler was involved. The difference arose through tax being levied on a different figure than in the case when no wholesaler was involved.

"Under these circumstances we made representations to have this inequality abolished. The result was that all mention of wholesalers disappeared from Prices Orders and has never recurred since."

Another official spokesman of the Scottish Wholesalers said that, if possible, they would like to come to a mutual agreement with the other organisations, avoiding if possible Government legislation on the point. "We don't want to antagonise anyone," he said. "We have to work with the manufacturers and the retailers. All we want is recognition of our right to go on making our living as we have always done."

Question in the House

On November 2, 1949, Colonel J. R. H. Hutchison, Member of Parliament for Glasgow Central, at the instigation of the Scottish Wholesalers, raised the question in the House of Commons. He asked that the Furniture (Maximum Prices) Order, 1949 (S.I. 1949, No. 1706) be annulled. Colonel Hutchison asked, at that time: "Why is it in this particular trade, and not in other trades, any such Government regulations should aime at the extinction of an individual whose utility is already set forth in the Working Party Report?"

New Wood Component Factory

AN extensive and well-equipped new factory has been opened by Wood Components, manufacturers of components for the furniture and allied trades, at 17/19, Whitby Street, Club Row, London, E.2.

The initial productions will be hand-shaped and carved legs of the Queen Anne, and claw and ball types, but it is hoped to extend the range of products to cover all kinds of wood components for the furniture and allied trades.

The three partners in the firm are well known in the trade. Messrs. A. Finkel and D. Roukin on the productive side, have been contractors to many of the large furniture and upholstery firms for some years, while Mr. Barnett (Ben) Massin, on the administrative side, has become well known all over the country during the last five years, when he represented a well-known firm.

CITY NEWS + CITY NEWS + CITY NEWS + CITY NEWS + CITY N

Riding's Stores: Reserves and Net Profits Up

A SUBSTANTIAL increase in revenue reserves and surplus was announced by the chairman of **Riding's Stores,** Mr. Frank B. Aldred, at their annual general meeting in Manchester last week.

The chairman declared the tax reserve at £35,600 in respect of future taxation, and the balance on profit and loss account at £40,748. There was thus a total of capital and reserves of £336,978, against issued share capital of £201,500. Current liabilities were higher, due to expanding trade of the company and its subsidiaries.

There had been further expansion of the hire-purchase trading, resulting in an increase in the amounts owing by customers—against which a still higher reserve had been made.

The profit and loss account showed a net profit, subject to taxation, of £99,449, an increase of £26,589, despite charging in the account a higher rate of reserve on hire-purchase and instalment debts than previously. Taxation absorbed £54,203, leaving a net profit after taxation of £45,246.

A dividend of 30 per cent, less income tax, was recommended by the directors. The balance of £40,748 was carried forward to the next accounts.

Once again, said the chairman, the companies in which they had made trade investments had made substantial profits which had been retained in the respective businesses.

The steady increase in turnover and trading was being maintained during the present financial year, and the directors looked forward with confidence to the future.

Wake & Dean Make £33,000

PROFIT, after taxation, to June 30 for **Wake & Dean** is £33,236 (£29,096). Taxation £39,250 (£32,750). To Preference dividend £7,260 (£6,035), interim Ordinary dividend 4 per cent (same) £4,862 (£3,575), final dividend 4 per cent £4,862 (same), reserve for depreciation £5,000 (£10,000), general reserve £5,000 (£10,250), taxation underestimated June, 1949, £1,077 (nil), forward £11,725 (£6,550).

The Gazette

THE BANKRUPTCY ACTS 1914 and 1926

BANKRUPTCY PROCEEDINGS

Patrick John **Hayward-Tilley,** 23, Kenton Gardens, St. Albans, Herts, carrying on business (formerly in partnership with another, but now on his own account) at Grange Street, St. Albans, under the style of **"B.T.C. Company,"** cabinet maker. Public examination November 8, at The Town Hall, St. Albans.

NOTICES OF DIVIDEND

Harry **Alderson,** 40, Station Road, Padiham, near Burnley, Lancs., lately 326, Colne Road, Burnley, cabinet maker and house furnisher. No. 6 of 1949. Claims September 21 to Arthur Tyldesley Eaves, 47, Mosley Street, Manchester, 2.

Edwin **Etherington,** 27, Spencer Way, Tudor Village, Jaywick, Essex, furniture dealer, etc., lately 35, 35a, and 36, Kenton Park Parade, Kenton, Middlesex, and 253, Old Road, Clacton-on-Sea, trading under the style of **"Kenton Upholstery and Cabinet Works."** No. 1 of 1946. Claims September 22 to Leslie Stewart Findlay, 4, Charterhouse Square, London, E.C., and Noel Edward Pawsey, 93, Station Road, Clacton-on-Sea.

COMPANIES WINDING-UP

B. W. D. King (Chalford) Ltd., 20, Waterloo Street, Birmingham, 2. Winding-up Order August 30.

BANKRUPTCY REPORTS

George James **Perrott** and Kenneth Arthur **Stevens,** carrying on business in partnership under the style of **"Stevens,"** at 15, The Promenade, Gloucester Road, Bristol, house furnishers.

At first meeting of creditors it was reported the unsecured liabilities were £2,689 against assets £1,077. Debtors started business in 1946 with £300 capital. A resolution was passed for the appointment of Mr. P. W. Hort, accountant, 28, Baldwin Street, Bristol, as trustee, with a committee of inspection.

Walter George Spencer **Higgins,** 14, Eaton Row, Victoria, S.W.1, lately carrying on business as a furniture repairer and upholsterer, under style of **"Permahome"** at 284, St. Pauls Road, N.1, and at 210/212, Upper Street, Islington, N.1, as a manufacturing upholsterer.

At the public examination it was stated that liabilities were £3,814 and no assets.

Debtor said that in 1945, he began an upholstery manufacturing business in equal partnership with another under the name of "Renown Furniture" from Clarence Road, Clapton, E.5, but the partnership was dissolved on February 16, 1946. In March of that year with £200 capital he started a manufacturing upholsterers and repair business under the name of W. G. S. Higgins from badly damaged premises at 210/212, Upper Street, Islington, N.1. From June, 1948, when his accounts showed a capital deficiency of £3,560, until August, 1949, he was obliged to leave the business in the hands of a manager. The business continued to decline and it was closed in Janury, 1949.

To obtain a licence for the manufacture of Utility furniture he opened in October, 1949, under the style of "Permahome," a small retail furniture business from lock-up premises at 284, St. Pauls Road, Canonbury, N.1. The business was not a success and he changed over to upholstery repairs. In January last he obtained employment and terminated the business of Permahome, which he then transferred, without consideration, to his former manager.

The examination was concluded.

COUNTY COURT JUDGMENTS

The following information has been taken from the Registry of County Court Judgments, the Treasury, S.W.1. Publication does not imply inability to pay. Debts may have been paid, or may refer to disputed cases.

Wright, H. (male), Station Road, Stainforth, near Doncaster, furnisher. £18 3s. 1d. August 2.

Adam Furniture Crafts, Ltd., R/O: Langley Street, Luton. £22 6s. July 31.

Gosney, N. (male), North Street, Petersfield, furniture dealer. £32 4s. 7d. August 5.

Wickison, L. (male), 4, Orleston Road, Holloway, N.7, furniture maker. £33 19s. 3d. July 27.

Stockroom Dates: Guide To New Furniture Shows

A. SCOTT (DURIDE) LTD. September 25 to 29, at Grosvenor Hotel, Deansgate, **Manchester.** Showing three-piece suites in Duride and uncut moquette, fireside chairs and bed-settees and new model bed-settee which converts with one movement. O. Slesnick, sales manager, and H. & H. A. Meadowcroft in attendance.

* * *

ASHMELE BROS., LTD., September 18 to 22, at Grand Hotel, Fir Vale Road, **Bournemouth.** Showing "Elite" upholstery. P. Atkins in attendance. Also September 18 to 22, at Royal Beach Hotel, **Southsea.** P. Atkins in attendance.

* * *

A.V.P. GROUP SOUTH WALES COMPANIES (Welsh Furniture Industries, Ltd., P. Bendell, Ltd., South Wales Metalcraft, Ltd., Amatacraft, Ltd., Durabestos (Woodworkers), Ltd.) September 18 to 22, at Beresford Hotel, **Glasgow.** Featuring "Presto" a new Utility multi-purpose dining-lounge table. H. Bennett and R. Sampson in attendance. Also September 25 to 29, at Cockburn Hotel, **Edinburgh.** H. Bennett and R. Sampson in attendance.

* * *

B. & I. NATHAN, LTD. September 25 to 29, at Commercial Hotel, **Newton Abbot.**

* * *

CHARLES NEWTH & SONS, LTD. September 18 to 22, at the Music Hall, **Aberdeen.** September 26 to 29 at Y.M.C.A., **Dundee.** J. M. Mitchell and R. P. Clark in attendance. September 25 to 29 at Wellington Hotel, **Leicester.** A. W. Frazer, sales director, and H. Niblett in attendance.

* * *

CHRISTIE-TYLER, LTD. September 18 to 22, at Grand Hotel, Granby Street, **Leicester.** Also October 2 to 6, at Victoria Station Hotel, **Nottingham** Stanley Roe in attendance.

* * *

DANCER & HEARNE BROS., LTD., September 18 to 22, at York Room, Griffin Hotel, Boar Lane, **Leeds.** Showing modern and reproduction oak and walnut dining sets and office canteen and kitchen chairs. E. R. Graham and J. S. Blakisten in attendance. September 25 to 29 at Grosvenor Hotel, Deansgate, **Manchester.** J. S. Blakiston and R. F. Hardiman in attendance.

* * *

D. M. DAVIES OF SLOUGH & SHEER METALCRAFT, LTD. September 25 to 29, at Queens Hotel, Piccadilly, **Manchester.** E. Harvey and S. C. W. Taylor in attendance.

* * *

D. M. GILBERT (and Relax Bedding and Upholstery; and Gaywood Furniture, Ltd.). September 18 to 27, at Cobden Hotel, Cherry Street, **Birmingham.** Showing new range of imported walnut bedroom suites, and latest dining-room and upholstered furniture. G. W. Holdsworth in attendance.

* * *

DANIEL TOPER & SONS, LTD. September 16 to 23, at Royal Turk's head Hotel, **Newcastle-on-Tyne.** Showing "Top-E-Rest" upholstery in wool, moquette and rexine. W. B. Gowling in attendance.

* * *

F. AUSTIN (LEYTON), LTD. September 18 to 22, at County Hotel, **Canterbury.** Showing "Austin-suites." F. C. Crompton and H. Garland in attendance. September 11 to 22, at 55, Park Lane, **London, W.1.** N. Austin, A. H. Terry and F. C. Crompton in attendance.

* * *

F. H. MARSHALL & CO., LTD. September 18 to 22, at Music Hall, **Aberdeen,** and September 26 to 29, at Y.M.C.A., **Dundee.** Showing "Talent" dining sets. J. M. Mitchell and R. P. Clark in attendance at each stockroom.

* * *

FREDERICK TIBBENHAM, LTD. September 18 to 21, at Angel Hotel, Westgate Street, **Cardiff.** (Tel.: Cardiff 7860.) Showing new tax-free range and reproductions.

* * *

GEORGE HENSHER, LTD. September 25 to 29, at Market Hotel, **Birmingham.** Showing "Zenith" upholstery. John Betts in attendance. September 25 to 29, at Home Guard Club, Pottergate, **Norwich.** Jack Martin in attendance.

* * *

HARRIS LEBUS, LTD. September 18 to 23 at:—

Aberdeen. The Imperial Hotel, Aberdeen. Tel.: 29101. Monday-Friday, 9 a.m.-8 p.m.

Exeter. Rougemont Hotel, Queen Street, Exeter. Tel.: 54985-6. Monday-Friday, 9 a.m.-8 p.m.

Bournemouth. Grand Hotel, Bournemouth. Tel.: 7088. Monday-Friday, 9 a.m.-8 p.m.

Norwich. Home Guard Club, Colman House, Pottergate, Norwich. Tel.: 24451. Monday-Thursday, 9 a.m.-8 p.m.; Friday, 9 a.m.-1 p.m.

Birmingham. Market Hotel, Station Street, Birmingham. Tel.: Midland 1134. Monday-Thursday, 9 a.m.-8 p.m. Friday, 9 a.m.-1 p.m.

Liverpool. Produce Exchange Building, 8, Victoria Street. Tel.: Central 6184-5805. Monday-Friday, 9 a.m.-7 p.m.

Sheffield. The Schoolroom, Nether Congregational Church, Norfolk Street, Sheffield. Monday-Thursday, 9 a.m.-7 p.m.; Friday, 9 a.m.-3 p.m.

September 20 to 22, at George Hotel, **Shrewsbury.** 9 a.m.-8 p.m.

Also, September 25 to 30 at:—

Inverness. Cummings Hotel, Church Street. Tel.: 489. Monday 2 p.m.-8 p.m.; Tuesday-Thursday, 9 a.m.-8 p.m.; Friday, 9 a.m.-1 p.m.

Plymouth. St. Andrew's Abbey Halls, Catherine Street. Tel.: 61414. Monday-Thursday 9 a.m.-6 p.m.; Friday, 9 a.m.-1 p.m.

Colchester. The Red Lion Hotel, High Street, Colchester. Tel.: 369011 Monday-Friday, 9 a.m.-8 p.m.

Leicester. The Little Theatre, Dover Street, Leicester. Tel.: 21945 Monday-Thursday, 9 a.m.-8 p.m.; Friday, 9 a.m.-1 p.m.

Burslem. The Embassy, 4, Waterloo Road, Burslem. Tel.: 88376. Monday-Friday, 9 a.m.-8 p.m.

STORY & Co. (Wholesale) Ltd.
Designers & Producers of
Original Furnishing Fabrics
53-54 RATHBONE PLACE, LONDON, W1
Telegrams: "STORYFABS," WESDO, London
Telephones: MUSeum 4611-2

Stockroom Dates
(Continued)

H. MORRIS CABINET MAKERS, LTD. September 18 to 22, at Grand Hotel, Westgate St., **Cardiff.** J. Warren in attendance. September 18 to 22, at Church Institute, Albion Place, **Leeds.** H. Kidby in attendance. Also at Queens Hotel, Piccadilly, **Manchester.** Alec Morris and E. Mindelsohn in attendance.

* * *

J. A. C. YOUNG will hold a stockroom at the Prince's Hall, Royal Star Hotel, **Maidstone,** from September 18 to 22, for Timber Construction (Egham), Ltd., G. R. Callow, Ltd., showing bedsteads, spring mattresses and occasional furniture; Standard Upholstery Co., Ltd., showing three-piece suites, bed settees and firesides; Stonehill Furniture, Ltd., showing dining sets in oak and walnut; H. Herrmann, Ltd., showing bedroom furniture in oak and walnut.

* * *

L. SHROOT & CO. September 25 to 29, at George Hotel, 235, Buchanan Street, **Glasgow.** Showing upholstery. L. Shroot and R. C. Robertson in attendance.

* * *

MILWOOD FURNITURE WORKS (I. BASKIN, LTD.). September 18 to 22, at Grosvenor Hotel, **Manchester.** Showing oak dining-room furniture, bureaux and bookcases. W. Brammall and G. Baskin in attendance. Also at Chamber of Commerce, **Birmingham.** H. Cheshire and G. Baskin in attendance. And at Royal Turk's Head Hotel, **Newcastle-on-Tyne.** W. B. Gowling and G. Baskin in attendance.

* * *

M. STEPHANY, LTD. September 18 to 22, at Queen Hotel, **Manchester,** and at Church Institute, Albion Place, **Leeds.**

* * *

PARSLOW FURNITURE, LTD. September 18 to 22, at Grand Hotel, **Birmingham.** Showing three-piece suites and fireside chairs.

* * *

STANDARD UPHOLSTERY, CO., LTD. September 18 to 22, at Royal Star Hotel, **Maidstone.** Special feature of British uncut moquettes. J. A. C. Young, R. A. Sturgeon and Alfred Hensher in attendance. September 25 to 28, at Commercial Hotel, **Newton Abbot.** J. Rich and Alfred Hensher in attendance.

* * *

STONEHILL FURNITURE, LTD. September 18 to 22, at Princes Room, Royal Star Hotel, **Maidstone.** Showing oak and walnut dining sets, including the "Bureaumatic" sideboard. G. F. Hutchins and J. A. C. Young in attendance. September 25 and 26, at Kenilworth Hotel, **Glasgow,** and September 28 and 29, at Cockburn Hotel, **Edinburgh.** G. F. Hutchins and F. H. L. Sanderson in attendance.

* * *

W. A. HUDSON, LTD. September 18 to 22, at Kenilworth Hotel, **Glasgow.** Showing "Rolls-Runner" curtain rails, furnishing hardware and so on. R. C. Hudson, F. C. Corran and C. W. McGeachin in attendance.

* * *

WILLIAM LAWRENCE & CO., LTD. September 18 to 22, at Ancient Order of Foresters Friendly Society, 9, Ward Road, **Dundee.** Showing bedroom suites, dining-room sets and three-piece suites. P. Johnston in attendance.

September 18 to 22, at St. Mary's Hall, Church Street, off Park Square, **Luton.** L. A. Penney in attendance.

September 25 to 29, at Oxford Hall, Eaton Place, Oxford Road, **Reading.** L. A. Penney in attendance.

* * *

WOODLAND FURNITURE (LONDON), LTD. September 11 to 14, at Imperial Hotel, **Aberdeen.** J. A. McGeachin in attendance, September 18 to 22, at Turk's Head Hotel, **Newcastle-on-Tyne.** G. W. McGeachin in attendance.

New 2-Purpose Table

LATEST addition to the range of P. & S. Woods, Ltd., the furniture manufacturers of St. Andrews Walk, Bethnal Green, London, E.2, is a dual-purpose dining and lounge table

When in use as a lounge table, the piece stands 20 in. high and has a table-top measuring 27 in. by 27 in.

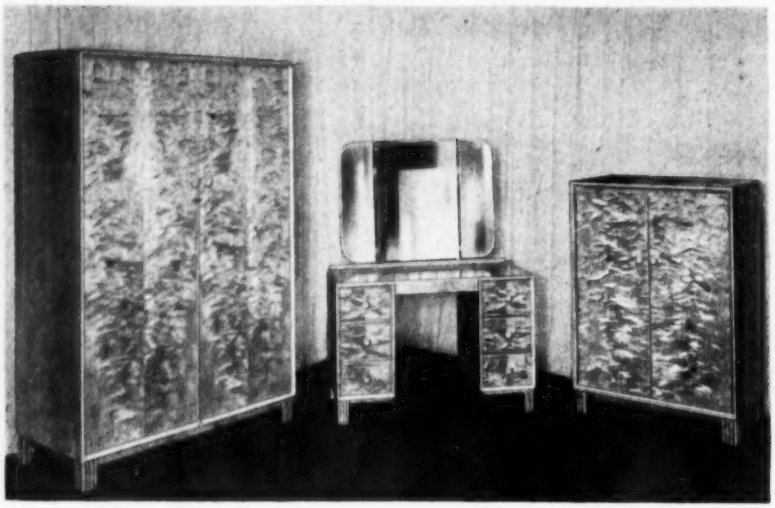
When required for use as a dining table the top is lifted easily in one movement to the normal dining table height of 30 in. where it is automatically locked in position. With both the extending ends pulled out the table measures 27 in. by 3 ft. 9 in. This will seat six people comfortably.

The flaps may also be extended when the table is used in the low position. A shelf for books and papers is available when at dining table height.

The action is very simple and is claimed to ensure rigidity in both positions.

The price will be within the Utility dining table range and production will begin immediately. The table is protected by a provisional patent.

HYPNOS Mattresses and Pillows
WILLIAM·S·TOMS·LIMITED
HIGH WYCOMBE AND EXETER
Hypnos Productions: Spring Interior Mattresses, Divans, Bedsteads and Spring Mattresses.



Suite in Betula
(Utility)

Bath Cabinet Makers' Utility Bedroom Suites are soundly constructed of fully seasoned woods to give a lifetime of service. Buyers are cordially invited to inspect the full range of these handsomely designed Suites at our Showrooms in London or in Bath.

Bath
CABINET MAKERS
AND ARTCRAFT LIMITED

Headquarters: **LOWER BRISTOL ROAD, BATH.** *London Showrooms:* **1, GRAFTON STREET, W.1**

What on earth does—

"a subtle difference"

mean?

Relyon

Spring filled
MATTRESSES and DIVANS

Vague curiosity sought a dictionary definition of "subtle", and it seems that it could be "insinuating"—"not dense or gross"—"cunningly devised or artful".

By a not too great stretch of imagination, it need not be so far out after all—the mind baulks a little at "cunningly devised", but what does it really matter—more and more people every day are asking for more and more "RELYON" Mattresses, so there must be some reason for it.

The best in the world—

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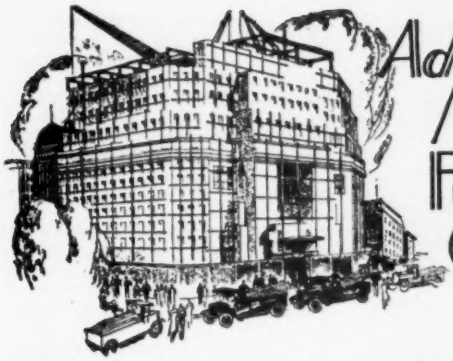

Advance News of Furnishing Contracts

BROMLEY. Stewart and Hendry, 90, Fenchurch Street, London, E.C.3, are the architects for the additions to the Keston Park Hotel.

BRIGHTON. Plans submitted: Dormitories and education rooms, St. Mary's Hall, 225 Eastern Road, for Board of Governors.

CARDIFF. The Prudential Assurance Co., Ltd., Holborn Bars, London, E.C.1, propose to erect a new building at £400,000 on a site at Cardiff.

CHESHIRE. The C.C. has received Home Office sanction to obtain tenders for adaptations proposed at Kirie, Knutsford, to provide reception centre and nursery, to cost £12,000.

Provisional T.C. approval received for adaptation of Majestic Cinema as dance hall, proposed by Circuits Management Association, Ltd.

EDINBURGH. Poole's Entertainments, Ltd., Synod Hall, Edinburgh, propose a new cinema at a cost of £35,000.

ESSEX COUNTY COUNCIL. Adaptation of Nazeing Park, near Epping, as school for maladjusted children. Approx. cost £21,000. County Architect, County Hall, Chelmsford.

GLASGOW. Falkirk Ice Rink, Ltd., 138, High Street, Falkirk, propose the erection of an ice rink and stadium.

HORSHAM (Sussex). Adaptation of stable block at Warnham Court, Horsham, as part of residential school, for L.C.C. £29,198.

ISLEWORTH (Middlesex). Additional residential accommodation, etc., at Maria Grey Training College, for the C.C. £26,693.

KESTEVEN (Lincs.). Tenders will be invited by the C.C. for a hostel block at Kesteven Teachers' Training College, Grantham, to cost £31,500.

LANCS. The E.C. proposes adaptation of "Broad Oak," as children's home, and is seeking loan sanction of the cost, at £11,462. County Architect, A. G. Noel Hill.

LEEDS. The Regional Hospital Board proposes the adaptation of "F" block at the Bingley Hospital as additional nurses' accommodation.

LONDON, E.C. The Corporation of Trinity House, Great Tower Street, E.C.3, propose rebuilding offices at Trinity Square, E.C.3.

Mr. J. J. Joass, 40, St. James's Place, S.W.1, is the architect for the erection of offices at Finsbury Square, E.C.2, for Royal London Mutual Insurance Society, Ltd.

HOTEL REBUILDING

LONDON (Kensington). Mr. N. S. Jareski, architect, 20, Dorset Square, N.W.1, has received permission to rebuild the private hotel at 9-11 Cromwell Road.

MANCHESTER. City Council has placed a contract for the rebuilding of the superstructure of the Free Trade Hall with J. Gerrard and Sons, Ltd., Swinton, Manchester. The cost is £250,000.

NEWCASTLE-ON-TYNE. The City Architect is to prepare preliminary plans for the erection of a College of Technology at Northumberland Road.

N. IRELAND. Down County Welfare Committee: Conversion of Croft House, Holywood, Co. Down, into an aged persons' home. County Planning Officer, Courthouse, Downpatrick.

Tyrone County Health and Welfare Committee: Erection and completion of maternity and child welfare clinic at Orritor Road, Cookstown, Co. Tyrone. Messrs. McCarthy and Lilburn, Scottish Provident Building, Belfast, architects.

NORTHUMBERLAND. The C.C. has approved a £6,000 scheme for providing a canteen at the County Hall, Newcastle-on-Tyne. Plans are by the County Architect, County Hall, Newcastle.

NOTTINGHAM CITY COUNCIL. Erection of hostel for persons in need of care at (a) Colchester Road, Strelley Estate, and (b) Seagrave Road, Strelley Estate. City Housing Architect, The Guildhall, Nottingham.

NOTTS. The C.C.'s architect for the erection of a new county hall at West Bridgford, is E. Vincent Harris, 19, West Eaton Place, London, S.W.1.

OLDBURY. R. Sheppard and Partners, 15, Bedford Place, London, W.C.1, are the architects for the erection of a college of further education, for the Oldbury (Birmingham) Borough E.C.

PLYMOUTH. The M.E. has approved the E.C.'s scheme to erect a regional college at corner of James Street and Glanville Street.

HOTEL ANNEXE

WORTHING. M. R. Fletcher and Partners, 13, Ambrose Place, Worthing, are the architects for an hotel annexe for Beechwood Hall.

PORTSLADE. The U.D.C. has approved a proposal by Tamplin and Sons Brewery, Brighton, Ltd., Phoenix Brewery, 1, Richmond Terrace, Brighton, 7, to erect licensed premises at Mill Lane, Portslade, to be called Mill Inn.

RADCLIFFE. B.C. approval received for the rebuilding of the club house, for the Outwood Working Men's Club.

RICHMOND (Yorks.). The Richmond Golf Club are obtaining tenders for the erection of a clubhouse. J. N. Fletcher, Eastfield Avenue, Richmond, Yorkshire, is the club hon. secretary.

SCARBOROUGH. Alderson and Allen, St. Nicholas Street, Scarborough, have prepared plans for alterations to the "Castle Hotel," Queen Street, for Smith's Old Brewery (Tadcaster), Ltd.

Plans prepared by W. S. Gray, for alterations to the "Wessex Hotel," Esplanade, for the Wessex Hotel, Ltd.

SHEFFIELD. United Sheffield Hospitals, Royal Hospital, propose extensions to residential accommodation, at the Royal Infirmary, at a cost of £24,000.

SHOTLEY BRIDGE. Alterations and additions to Shotley Bridge Hospital for the Newcastle-on-Tyne Regional Hospital Board, "Dunira," Osborne Road, Newcastle. P. H. Knighton, Board's staff architect. £16,110.

SOUTHAMPTON. The E.C. proposes a primary school at Harefield and will carry out a joint scheme with Hampshire E.C. for new buildings for Marine Engineering and Radiotelegraphy departments at University College, to cost £30,000.

Furnishers in Debate—No. 2

New Pitfalls in the Buyer's Job

And Dangers of Overstocking

FOR the last eleven years buyers have had very little chance of showing their capabilities in a highly competitive market. Their job has, to a certain extent, been much easier than in pre-war days. But there are signs now of some slight easing of the controls and restrictions which were imposed during and since the war, and with the considerably larger variety of designs now on the market the job of buying for a furnishing department is becoming more complicated.

With the prospect of more de-controlling and the introduction of new inventions and ideas the buyer must be fully alive to the pitfalls to be avoided in the future.

Flashback to February: This exclusive "World" picture showed the first buyers arriving at the Earls Court Exhibition on the opening morning. Some of the new difficulties that face them are discussed in this article.

This subject was discussed very fully by students (many of them buyers themselves) at the N.A.R.F. Summer School.

Freedom of Design

They came to the conclusion that in buying, the greatest danger of freedom of design was that of over-stocking. The buyer in his anxiety to provide a full choice or range of new designs was very liable to overburden himself with new stock—on top of his older stock—and this resulted in a drop in stock turn and profits.

With the variety of designs and the fact that they are often withdrawn or changed at very short notice there was the difficulty of repeat orders. This could lead to fluctuating prices with little continuity of one design and one price.

Care should also be exercised by the buyer lest he bought by external appearance at the expense of quality.

Many students were of the opinion that some manufacturers, now having their own exclusive designers, were trying to capture (by sending their travellers all over the country) a market which was really too big for them to supply efficiently. This made it difficult for them to keep up a quick supply of replacements.

The possibilities of *Area* designing were discussed. Certain designs were more suitable in some areas than others. A good example of this was the Pontefract lady who did not want the stool with her dressing table because she never used it. But she did want larger drawers in the dressing table.

Buying Imported Carpets

The chief danger of an open general licence for imported carpets was also thought to be over-stocking. With supplies of English carpets becoming easier to obtain students thought it extremely dangerous to buy heavily in the foreign markets, especially in the case of those carrying heavy duty. Now that the Board of Trade have abandoned their practice of having samples submitted before import, there was a danger of importers flooding the home market with cheap and shoddy goods. This would ruin the import market, because the public after buying one poor quality carpet would be prejudiced against future imported goods. And it might also ruin the goodwill of the retailer handling the goods.

It was felt that the quality and price of French and Belgian carpets were not competitive with our own and there would be a danger of an unwary buyer falling into the trap of buying to meet a scarcity which might not exist at the higher prices. A buyer should not be tempted to purchase from the first supplier he saw, who might not necessarily be the cheapest.

Ending of Utility

The possibility of the cessation of the present Utility scheme was discussed and many snags from the buyer's point of view put forward.

With the ending of the Utility scheme minimum standards of quality would no longer be in existence (unless steps were taken by the F.D.C.) so values would be much more difficult to assess. Price might be the only criterion, at the sacrifice of size, design and quality.

The buyer should determine the level of his trade and concentrate on that class of trade only.

In general, it would be necessary to exercise great care since there was the possibility of new designs, new timbers and so on flooding the market, and until things settle down there was the danger of bad buying and over-stocking because of the wide range of goods offered. The goods were still sold by the retailer, not the manufacturer, and so the retailer should only *buy* and sell goods of a certain standard of quality.

Carpet Grades Removed

The possible removal of designated grades for British carpets was debated and the general feeling was that there was little to fear from the majority of British manufacturers with regard to the lowering of quality and under-cutting. There might be some snags arising from the low-class manufacturers but this should not prove difficult for a discriminating buyer.

The onus of picking good lines from bad would be with the retailer, but he would not be able to take advantage of prices and increase his profit. The consumer would probably suffer because the retailer, in order to maintain his gross profit, might have to dispense with free service on his fixed margin goods.

"Friday Night is Family Night"

Full Story Behind a New Furniture Selling Plan

SHOPPERS in Birmingham were intrigued recently by a show card appearing in the window of Phillips Furnishing Stores, Ltd., High Street, consisting of a clock with its hands pointing to seven o'clock and bearing the words "*Friday Night is Family Night. For your convenience and pleasure this store will remain open every Friday until 7 o'clock.*"

This new sales promotion scheme of keeping the shop open an extra hour for the benefit of customers who cannot visit it during the daytime, which has been launched by Phillips, was started a few weeks ago and the idea has caught on with such success that it has now become a permanent feature of the shop's routine.

It all began when Mr. Cox, the manager, noticed that after the shop doors were closed at 6 o'clock in the evening there were often many potential customers still studying the window displays and looking disappointed when they found that they could not pursue their investigations further.

Extra Hour on Pay Night

This gave Mr. Cox an idea.

He believed that by keeping the shop open an hour later—on pay day—he would make it easier for husbands and wives to visit the shop together to chose new furniture.

It was with this idea in mind that Mr. Cox decided that it would be a good opportunity for many people if they could visit his shop after the day's work to buy their furniture.

"A good chance too," Mr. Cox commented to a *World* feature writer, "not only for those already settled in their homes, but for the 'about-to-be-married' couples, office workers, shop assistants and others who are not able to shop in the day time.

"In many families nowadays both the husband and wife have to go out to work," he said. "Neither can get out in the day time for the leisurely inspection so necessary when the choice of furniture is in the balance. And, even if a wife could come on her own in the day time, she really wants her husband with her to make the final decision. Saturday is not always a good day for this kind of shopping, for the wife may be engaged in domestic pursuits whilst the husband may be involved in hobbies or sports—or they both may want a day out of town."

The response to Phillips' scheme was immediate and now the flow of custom into the store between 6 and 7 p.m. on Fridays is quite as great as in the previous hour. Customers of every type are taking advantage of the extension, and families with children are almost as familiar a sight as young couples.

Business is general and no one type of commodity is in greater demand than another.

This "World" picture shows Mr. L. Cox, manager of Phillips, Birmingham, talking to one of the first families who took advantage of the Friday night late opening.

More Individual Attention

Mr. Cox said that he did not think it was possible that customers might feel under some obligation to buy, knowing that the shop had remained open for their benefit. He did, however, believe that they probably reacted favourably to the fact that, with fewer people around than during the daytime rush hours, they got rather more individual attention.

The slogan "Friday Night is Family Night" was launched as an integral part of Phillips' regular weekly advertising campaign. They advertise in the city's two morning papers and two evening papers and on occasions in two weeklies which cover important suburbs and go out into the country districts.

Phillips' salesmen are doing all they can to make this venture a success, and there has been no difficulty in organising the scheme. Mr. Cox and the assistant manager remain on the spot every week and a skeleton staff of three take it in turns to do duty. They get time off during the week to make up for the extra service, an arrangement which they seem to prefer to extra payment for overtime. In any case they stand to enjoy financial benefit through the scheme because, of course, they draw commission on whatever sales they make.

All being well the idea is to be continued throughout the winter, provided that new lighting restrictions do not end the concession of "one late night."

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Routine production check in laboratory

Whether breaking new ground or maintaining the trust of old customers the manufacturer who makes a product that not only looks well on the surface but also has the quality interior to back it is surely investing for better business in the future. His customers come again!

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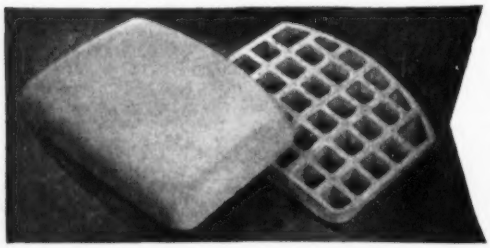
A typical Lintafoam cushion



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The Furniture Bedding & Upholstery Manufacturer
VOL. 26, No. 339 September 15th, 1950
A PRACTICAL JOURNAL FOR THE FURNITURE AND WOODWORKING INDUSTRIES

This Story Tells Furniture Makers How—

Ratios Can Be Used As a Management Tool in the Well-Run Plant

THIS article, written by an American, points out that to many production-minded executives in the furniture industry, financial statements serve only as a means of determining profit.

It shows how, without detracting from that important function, other worthwhile information can be easily and quickly obtained from the profit-and-loss statement and balance sheet.

STATEMENT analysis through the use of ratios is useful in determining operating efficiency, and for bringing to light changes in financial condition. Generally speaking, a ratio is a numerical relationship between two or more items or groups of items in the financial statement.

It should be borne in mind that, while ratios signify trends and indicate fundamental weaknesses, they do not replace sound judgment. Their limitations should be considered and blind reliance upon meaningless figures should be avoided.

A ratio figure in itself means very little. It is only through comparison with other figures for previous accounting periods that the ratio takes on significance. With the exception of the Quick Ratio and the Current Ratio, which are used primarily for credit purposes, ratios are generally used by management as a measure of efficiency. Since their prime value is in the determination of trends, the more accounting periods included in the analysis the greater the reliability which may be placed upon the ratio as a management tool.

Everyone is familiar with the Current Ratio, which is the current assets divided by current liabilities. This relationship is considered as one of the most important by credit men, and plays a vital part in the granting of credit. A Current Ratio of 2 to 1 has long been considered satisfactory; in effect this means that current assets are twice current liabilities. It is an indication of solvency of the company at the time of the balance sheet.

The Current Ratio is a good example of a ratio upon which blind reliance should not be placed. All too often an executive, after noting a 2 to 1 or better ratio, is inclined to conclude that things are shipshape. The nature of the individual items making up the ratio should be considered, as overdue accounts receivable or an excessive investment in inventories may unduly distort it (says W. K. Towers in the American journal "Wood-Worker").

From the standpoint of credit analysis, the ratio of proprietary interest to total capital investment ranks high along with the Current Ratio. It is obtained by dividing the net worth, including surplus, by the liabilities plus the proprietorship. The purpose of this ratio is to determine whether the owners or creditors are supplying the capital of the business.

This ratio becomes important when applied to the accounting statements of several periods, for it indicates the trend of the proprietary interest and enables the executive to take corrective action should it be required. Where a business is dependent upon creditors for financing, it becomes sensitive to pressure at times of crisis.

(continued over page)

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This Ratio Can Tell You When A Product is Costing Too Much

(from previous page)

The Quick Ratio is an indication as to the immediate solvency of an enterprise and is obtained by dividing cash and receivables by current liabilities. In this case a 1 to 1 ratio is considered satisfactory.

Another ratio with which most management men are familiar is the Operating Ratio, which is significant as an indicator of operating efficiency. It is obtained by dividing operating expenses by net sales. One popular usage of the ratio is the comparison of the efficiency of different departments or lines of merchandise.

Through intelligent application of the Operating Ratio it is possible to determine quite accurately when a given line of merchandise or a particular product is beginning to require a disproportionate share of general operating expense.

The ratio of accounts receivable to credit sales, when multiplied by the number of days included in the sales figure, gives an indication of the average length of time accounts receivable are outstanding. Where it is impossible to obtain an accurate figure of the credit sales, use of the total sales figure will give satisfactory results unless there is an unusually large number of cash sales. In general, however, this case would be unusual since most business is done on credit.

How to Obtain the Ratio

The ratio is obtained by dividing accounts receivable by credit sales. The resulting figure, when multiplied by the number of days covered by the sales figure will (as previously mentioned) show the average length of time the accounts receivable are outstanding.

In a case where 30-day terms are extended, any figure above 45 days obtained by this ratio method would indicate an excessive investment in receivables. To rectify this condition, management should investigate the credit policy, with the view in mind of strengthening it. It also would seem to indicate that effort might well be expended in the collection of receivables.

The ratio of earnings to capital serves as a means of gauging the operating efficiency of management. It is obtained by dividing the earnings, before income taxes, by the liabilities and net worth, and shows the productivity of capital. A low figure would indicate that the business might be overcapitalised or that the capital investment was not being utilised to the fullest possible extent.

In other words, a portion of the capital funds is idle and should be put to work. There is no generalised figure as to what amount is correct for any given business. This can be determined only through comparison with previous statements, and the trends noted.

Where the earnings to capital ratio serve management as an indicator of operating efficiency, the profits to net worth ratio shows the stockholder or proprietor the earning power of the business. The profit to net worth ratio is derived by dividing net income by net worth. This ratio is often used by investors in measuring the appeal of a security as an investment.

Capital Turnover Ratio

The Capital Turnover Ratio is another one used by management as a measure of operating efficiency. This ratio, obtained by dividing the sales by the assets, assumes that the greater the volume of business done on a fixed investment the more capable the management.

Here again the results are best when the ratio is used as a comparison between several accounting periods, and are especially useful in determining trends.

Another turnover ratio which can be developed is the merchandise turnover, obtained by dividing sales by the average inventory; sales price rather than cost should be used. This shows management the number of times the inventory has turned over during the period under consideration.

The use of this ratio is valuable in determining the efficiency of a company's inventory or material control system. If the turnover is slow it indicates that excessive stocks of materials are being carried in relation to the volume of business handled.

Where it is impossible to obtain an average inventory figure, the balance sheet amount is generally used, though the results, while indicative of a trend, are not as accurate as if an average inventory were used.

A ratio commonly used by investors in calculating the attractiveness of an investment is the number of times the fixed charges are earned. The ratio of course assumes that there are fixed obligations in the form of notes or bonds, and is determined by dividing net earnings by the interest on the debt. In manufacturing plants a satisfactory figure is assumed to exist if fixed charges are earned two or three times.

5 Causes of Glue Joint Failure

If a furniture manufacturer is not satisfied with his glued joints, there are several basic factors which should be checked. It is very rare that glue joint failure is due entirely to one cause alone; a combination of causes is more often the reason. Most faults in glued joints can be traced to:—

Mixing. The proportions of the several ingredients may be incorrectly weighed or measured. There may have been insufficient agitation to put all the ingredients into equal suspension in the mixture. If the equipment was not properly cleaned, foreign matter may have contaminated or diluted the mixture.

Spreading. The surface of the material to be glued may not have been completely covered with resulting dry spots. If the spread has been made too lightly, there may not have been enough glue left after soaking in to make the joint. Too heavy a spread would result in messy squeeze-outs, the addition of an unnecessary amount of water to panel or assembly, and "skidding" in the press.

Pressure. Too much pressure will result in too much glue being squeezed out of the joint or, if very extreme, in crushing the wood fibre. Insufficient pressure results in lack of contact between the pieces. The same result would apply when the time under pressure was too short. In hot press work, excessive time under pressure results in weakening of the bond.

Assembly Time. If the assembly time is too short, the glue will "stand" on the wood. Enough time must be given before pressure for the glue to soak in. Too long an assembly time, especially in a cold press, results in the glue drying or curing before pressure is applied.

Preparation of Timber. The wood may be rough-cut, wavy, wormy, of uneven thickness, etc. If the wood is too wet the glue will not have a chance to soak in. Excess water after glueing causes warping in drying, blow-outs in hot press work, and arcing in high frequency. If the wood is too dry, the glue is absorbed too much and the result is a weak joint.

National Safety Conference was told—

How To Reduce Circular Saw Accidents in the Furniture Plant

THE revolutionary design in circular saw blades, described in "World" issue July 21 may well make the circular saw the least dangerous piece of equipment in the woodworker's plant, but it may be months, even years before it is widely adopted, and, in the meantime, saw accidents occur every day.

Authoritative advice on this problem is always welcomed by furniture manufacturers, responsible for the safety of their operatives, and it is for this reason that the "World" gives below the text of a paper presented by A. A. Soldner, an American, at the recent National Safety Conference.

IT is necessary to so enclose and guard the circular saw that should the day-dreaming operator have his fingers in the path of the saw, the enclosure will have a tendency to prevent the hand from contacting the revolving disc.

This man failure which makes such guarding necessary may be illustrated by an injury which occurred on an overhead swing saw equipped with the conventional fixed guard over the top half and with an exhaust duct at the rear of the table. This exhaust duct became filled with sawdust.

To correct the situation, the operator pulled the saw forward with one hand and reached over the table with the other to clean out the exhaust pipe, but he couldn't reach far enough.

He knew that if he were closer to the exhaust duct he could more easily clean out the offal and waste. His brain was working, and his thoughts were concentrated on cleaning out the pipe. So he released the saw, letting it go back to its rest position. He then jumped up and sat upon the saw table.

He gave no thought to where he was sitting, for the time being, but still thinking, he knew he couldn't clean out the pipe unless he pulled the saw forward. Consequently he pulled the saw out away from the exhaust pipe, at the same time cutting a severe gash in the thigh of his leg. In the case just mentioned, it is very probable that if the saw had been properly guarded, the injury would not have occurred.

What is a Proper Guard?

What is a proper guard for a circular saw? Such protection should consist of a hood covering and enclosing the section of the saw disc above the table at the top and sides and so arranged that it will adjust itself automatically to the thickness of the material being sawed, riding the material and dropping down to the table as the stock is withdrawn.

The reason, of course, for the automatic feature is safety's common enemy number one—the human equation, that unpredictable man.

While a fixed or stationary guard does offer considerable protection, such guard is often set too high, unnecessarily exposing too much of the saw. Consequently the automatic hood type guard is the most satisfactory of all protective devices, although there is no one universal guard which is a cure-all for all operations. Its design and construction must necessarily depend upon the type of saw to be guarded and the type of work done thereon.

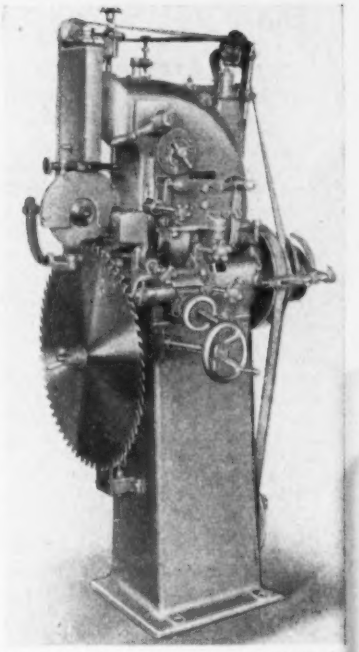
The ordinary hand-feed circular rip saw is best guarded by the automatic hood type guard attached to a riving knife. This not only encloses the saw disc, but the addition of the riving knife offers the further protection of preventing the stock from becoming caught by the teeth and hurled back against the operator.

This riving knife should be slightly thinner than the saw kerf and slightly thicker than the saw disc, and should be placed close to the rear of the saw and in perfect alignment with it.

There are objections offered to the guarding of saws:—

1. There are old-timers who claim they must see the saw and many of these to-day offer the mute testimony of severed fingers because they insisted on seeing the saw. They are in the same class as those who see the train afar off —they saw the train yet they were hit on the crossing.

2. Others claim they must cut to a line. This is not a serious objection, for it is an easy matter to extend a line in perfect alignment with the saw to a point in front of the guard. That line can be just as accurate a gauge as the saw itself. Then, too, we must remember that band saws were invented primarily for cutting to lines.



Sharper saws can reduce kick-back accidents. This Interwood automatic saw sharpener takes circular saws up to 40 in. diameter.

3. It is often asked, how can you rip a narrow strip and still use the guard? This is not a difficult situation to overcome, for a filler strip of thin material may be secured to the gauge, which thereupon becomes a straight edge permitting the free and unhampered use of the automatic features of the guard, or, a special low gauge or guide can be provided for use when narrow strips are to be ripped.

4. Objections are frequently made because one saw guard and riving knife cannot be used on all operations, or because it does not fit all thicknesses and all diameters of saws as encountered when making various set-ups.

By that very admission the objectors admit that they cannot do all their work with only one saw. And, if one saw cannot be used to perform all woodworking operations, is it any more reasonable to expect one guard and one riving knife to provide the protection for all operations?

Their objection can be overcome in many instances by providing

(continued over page)

How to Save Accidents on Circular Saw Operations

(from previous page)

several throat pieces equipped with riving knives and guards, especially designed for use with the various diameters and thicknesses of saws.

When once provided, it is merely a matter of making the right selection for each set-up.

The average saw changing operation requires such steps as these: shut off power, wait for the saw to stop, remove throat piece, grab wrench, put it on nut, loosen nut, remove saw, hang saw up, grab new saw, put saw on arbor, replace collar, replace nut, apply wrench to nut, tighten nut, take wrench off, put wrench away, put in new throat piece—some twenty operations which are done without a whimper or a murmur because it becomes necessary for the cutting of just one piece of dead wood, and yet, when it comes to the saving of live fingers objection is made to the one single act of putting into place the proper throat piece with a proper riving knife and guard attached.

Automatic Hood Guards

Automatic hood guards are also suitable and practicable for cross-cutting operations, although the type or method of attachment may vary, depending upon whether the saw is of the stationary, or of the horizontal, or of the overhead swing or under-swung type.

Regardless of the type, there are practically no ripping or cross-cutting operations which cannot be guarded.

Even notching, rabbeting, tenoning, grooving operations can usually be guarded quite effectively by enclosures clamped on to the table or guide in such manner that the pieces may be pushed over the saw without bringing the fingers in close proximity to the saw disc itself.

Since we are dealing with that uncertain human equation, we must not forget that the section of all circular saws under the frame or table also needs to be enclosed.

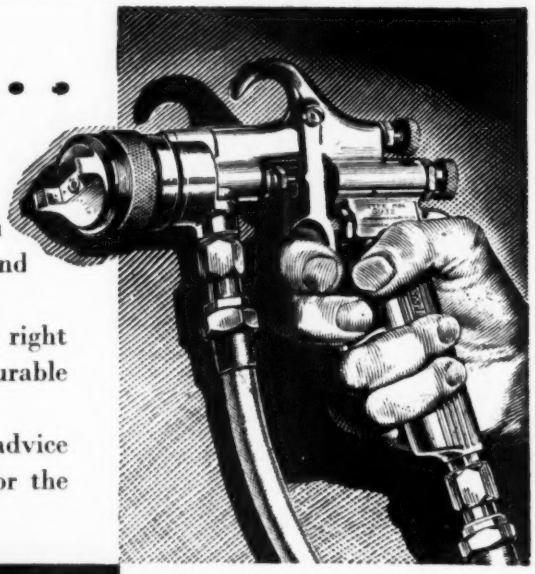
Now we may turn our attention to some circular saw accidents and make a few practical applications. First of all, management and supervision must know that safety engineering is more than merely preventing injuries—the cause for the accident which produces the injury must be eliminated.

This is well illustrated by a case in which a man was ripping thicknesses of ¾ inch material, 12 inches long, into 1½ inch wide strips, on a saw equipped with an automatic hood guard and a riving knife which projected about 2½ inches above the table. In the course of the work, one of the pieces became caught in the rear of the saw and was hurled against the operator's arm, breaking it. That was not the first time this occurred. It was a usual occurrence for these pieces to fly back. Consequently, the operator was provided with a heavy leather apron, which would tend to prevent injury, but definitely did nothing to remove the cause of the accident.

It was not until a piece flew back, breaking a man's arm, that steps were taken to remedy the situation by providing a proper spreader extending to a plane above the saw

(continued on page 72)

The Right Start . . . for a Fine Finish



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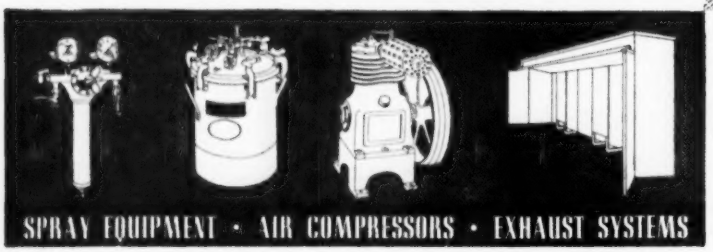

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Success Secrets of Mass-Production Upholstery Shown in New Factory

"THE keynote of success in mass-production is to know what the public sees, and what it doesn't see. The manufacturer must educate the furniture buyer, and through him, the public; not the other way about."

THIS is the view of Mr. S. Freedman, managing director of Freedman Upholstering Co., Ltd., which has recently acquired spacious new premises at 17-29, Cannon Street Road, London, E.1.

Mr. Freedman, who has spent all his life in the upholstering trade and made a special study of the problems of mass-production, last week showed the *World's* Features Editor over the new factory which covers an area of 32,000 sq. ft. and has five floors.

It is to be equipped with its own engineering shop where tools and springs will be made, and its production target is 400 suites a week. There are lifts to all floors, and hydraulic cranes outside the works for heavy work. Adjoining the building is covered storage space for 10,000 cu. ft. of timber.

The woodworking shops are located in the basement, lit with tungsten lamps, and modern plant has been carefully laid out to facilitate mass - production. Platform trucks are used for inter-process transport.

The upholstery shops are placed on the first three floors. The second floor is equipped for cutting and sewing, cushion filling, and has a preparatory room for distribution. The first floor is given over for general distribution of frames, springs and covers.

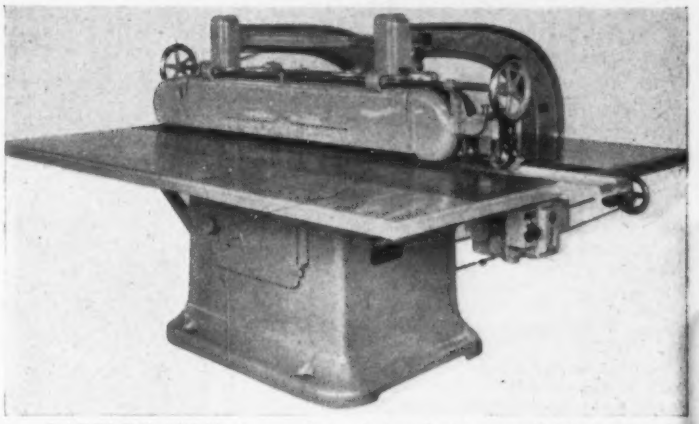
With the upholstering shop on the third floor is a large and well-equipped canteen for the 180 staff the fifth is used for storing raw materials. Covering materials are imported direct.

The company was closed down during the war, and when it re-opened, it was split up with premises at Homerton High Street, London, E.9; Lambeth Street, London, E.1; and at Bow, London, E.3.

Mr. Freedman said that "The bulk of our products are designed for outside London, and it is my experience that the people want a

(*continued foot of col. 2*)

3 Important Claims for New Tapeless Veneer Splicer



A PARTICULARLY interesting machine for tapeless veneer splicing is the American "Diehl 890," for which the exclusive agents in this country are Engis, Ltd., Victoria Street, London, S.W.1.

It is claimed for this machine that it:—

(1) Combines in one operation the accurate jointing of veneer with the uniform application of glue to the jointed edges.

(2) Saves time and cuts production costs by eliminating the conventional taping method in laying veneer.

(3) Permits use of thinner veneers without danger of sanding through, since there is no tape to sand off.

The glue pot, which is mounted in front, is removed from any radiating heat, and can be lifted out, refilled, and put back in place in a few seconds.

A bead of glue is applied under accurate and simple control from the edge of the glue-applying wheel. Fins sliding on the veneers after glue is applied assure that it is put into the joint without any excess; only a narrow line of glue shows on the front table which can be quickly cleaned.

Pressure chains are used to flatten the veneers. Special "V" roller chains form an anti-friction bearing between the pressure chains and flexible "V"-ways to which pressure is applied. Two solid steel tapered heater bars, hard chromium-plated and polished, are used in direct contact with the glue line.

The advantages claimed by this method of construction are that warped and wavy veneers are held flat under maximum pressure; that the two sets of chains prevent crimping of thin veneers; that the gauge automatically indicates correct setting of pressure bar for any combination of stock thickness, heat or pressure; that the joint is drawn up tightly, forcing out any excess glue; that more heat and pressure can be applied to the joint by the heater bars than is possible with any other type of machine.

The machine handles veneers from 1/100 to 3/16 in. The range may be extended if the veneers are flat, of proper moisture content, and so on. It takes panels 40 in. to the right, no limit to the left, and of any length.

The heater bars are situated one above and one below in direct contact with the stock. Pressure of the heater bars is automatically adjusted according to the pressure on stock. Heat is automatically controlled by individual thermostats.

(*from col. 1*)

favourable price joined with sturdiness in construction. They are more concerned with these than with the frills which, half the time, they do not appreciate."

"Give them hard arms—children bounce about on them, people sit on them, and they have to take a lot of punishment."

Fully skilled men were needed, even for mass production; each man had to be first-class at his own job with a sound working knowledge of the other man's job. The man at the top of a mass-production business had to be a practical person with his fingers on the pulse the whole time. To him fell the lot of co-ordinating the parts into an efficient whole.

A Case Book of Injuries from Circular Saws

And How They Could Have Been Prevented

(*from page* 70)

and placed close to it. It would have been better to rip one or possibly two thicknesses instead of four. Who was responsible for the breaking of this man's arm? Certainly not the employee. He was put at the machine in the condition that it was; it was up to him to work on it. They did provide him with an apron, but they did nothing to eliminate the cause, only mitigate the result.

The management was at fault for not having provided the proper safeguard, and the foreman or supervisor who represented his management was not nearly as big as the responsibility he was to shoulder, for he was not versed in safety.

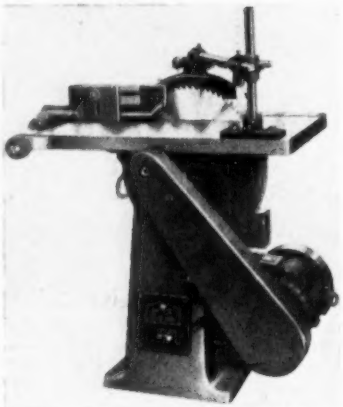
Some years ago I investigated three accident reports—all circular saw injuries—all occurring in the same plant. All three injuries occurred on the same saw and within the same hour. A 14 inch circular rip saw, equipped with an approved automatic hood guard and riving knife, was set up to rip pieces 5 inches wide out of material ⅞ inches in thickness and 10 inches long.

The operator had worked on the machine just a few minutes when one of the pieces flew back and struck him in the groin, resulting in injury No. 1. The night foreman then sent a second employee to complete the operation, but first protected him with a heavy leather apron.

The man then proceeded to rip, but soon a piece came back smashing his fingers, disabling him and resulting in injury No. 2. The foreman thinking that the guard was at fault then removed both guard and riving knife and put operator No. 3 on the job, who worked just a few minutes when one of the pieces was about to be hurled back at him.

Seeing the situation he threw out his hand to hold down the piece and in so doing contacted the exposed saw, resulting in amputations of his fingers and injury No. 3. It was only after this third injury that the foreman really eliminated the cause, which was that the rear of the guide was set too close to the rear of the saw.

Supervisors must be specific, saying what is meant and meaning what is said. This is well illustrated in a case in which a power-feed rip saw was being used as a hand-feed machine. One day an apprentice was ripping some stock about 24 inches long on this saw and was stopped by the superintendent with words such as these: "Don't rip such short material on this saw. Be careful, safety first," and passed on leaving the young man dazed. "Be careful" — "safety first" — "don't get hurt"! — "Too short" — "24 inches—too short!"



This 18 in. circular sawbench is a recent addition to the range of woodworking machines produced by A. Cooksley & Co., Ltd. It has a rising and falling table, and the ripping fence will cant up to 45 degrees, with quick hand adjustment and micrometer adjustment for fine setting.

He looked around and found some material 28 inches long. If 24 inches is too short this should be long enough, he thought; so he began to rip the material. He pushed the piece into the saw, so that it projected beyond the saw about 8 inches and then he reached ahead of the raised out-feed roll to pull it through. In the attempt, the piece was caught by the saw, throwing his hand into it, causing the loss of the major portion of the hand.

Would it not have been as easy to stop for a moment, have a friendly chat with this lad and explain why it was that the 24 inch piece was too short?

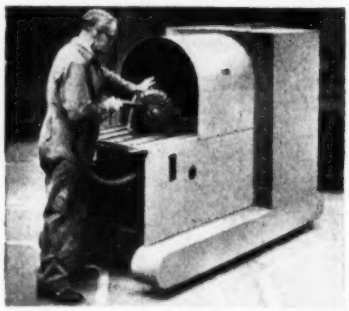
Couldn't he have explained the danger of the saw, especially the peril of working between the feed rolls and the revolving saw disc? Couldn't he have informed him that it would be dangerous to rip any material unless it projected beyond both front and rear feed rolls? But further, is that the way to use a self-feed rip saw?

One manager failed not only to preach safety, but also to practice it. An inspection was made of a particular timber yard and retail shop. A rip saw was found unguarded, the guard apparently having been off the machine for some time. Orders were issued to replace the guard. Several re-inspections were made, and each time it was the same old story—the guard had just been taken off and it would be replaced.

About three months after the last re-inspection the manager was ripping a piece of material 5½ inches wide out of a piece 7 inches wide, ¾ inches thick and 31 inches long, without the guard or the riving knife being in place.

He had ripped the piece completely through and was bringing it back with his right hand, lifting it up at the rear end and pulling it towards him, when the piece contacted the saw teeth on the underside of the board. He held on to the piece to prevent it flying into space, but it swung around to the left and upward rupturing his trachea, causing death a few hours later.

This man knew better, for he had lost a finger on an unguarded saw some years before, and he had been told repeatedly to use a guard and had promised to do so, but because he was a manager he felt immune; an accident just couldn't happen to him. Certainly that type of a manager or a supervisor does not set a very good example for his men.



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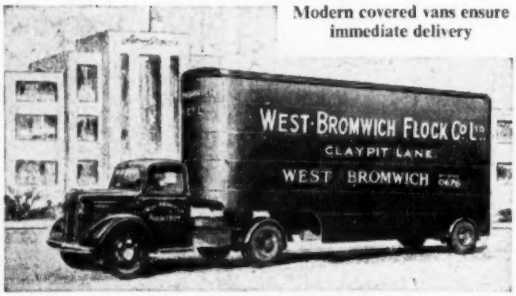

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(continued page 79)

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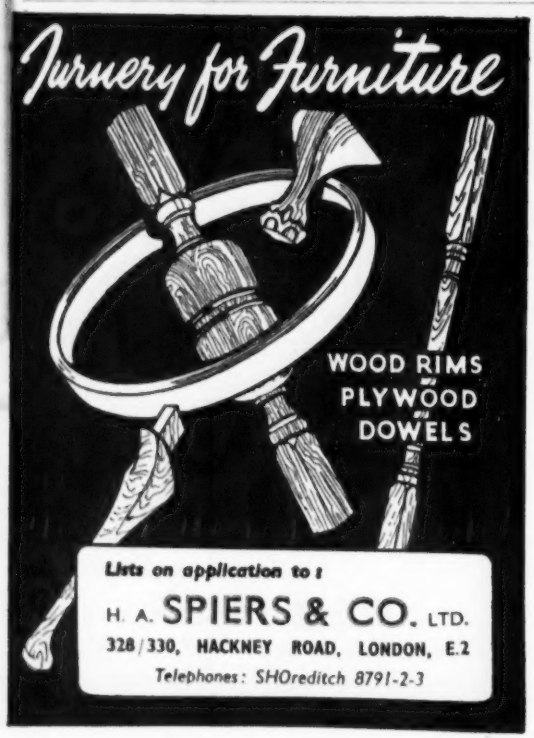

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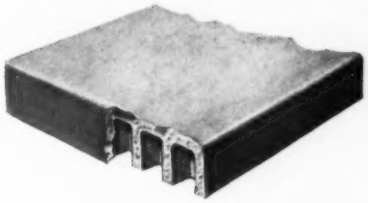

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